**12th MEETING OF THE BOARD OF DIRECTORS OF ‘DOWNTOWN SUDBURY’ BIA**

Thursday, February 1, 2024

**A REGULAR MEETING OF THE BOARD HELD AT 9:00 A.M. - C-10, Tom Davies Square**

**K. MacISAAC & J. MacINTYRE IN THE CHAIR.**

**PRESENT**

B. Deisinger, D. Guillemette, G. McCausland (virtual), T. Balaz, D. Zulich, F. Cormier, C. Tammi

**REGRETS**

E. Danyliw

W. Watson

N. Labbee

**ALSO PRESENT**

K. Marcus Managing Director

M. Luoma Advisor

M. Armstrong Director, Economic Development (City of Greater Sudbury

**GUEST**

L. Turnball President & CEO, YMCA Sudbury

**GUEST**

K. MacIsaac declared a Conflict of Interest as she is employed by the YMCA Sudbury and, as such, did not participate in the discussion or vote on any item related to the discussion.

Lorrie Turnball, President & CEO, YMCA, Sudbury was introduced and welcomed to downtown and in her new position with the Y. Directors were provided an update of the Y’s downtown location and related challenges as well as growth areas. It was noted that key to moving forward is a ‘partnership’ with the City. Some discussion ensued specific to opportunities for a partnership between the BIA and YMCA, to encourage BIA members to join – ie ‘Community Partner Membership’. Also discussed was the potential opportunity to develop a program to encourage Y users – particularly on Saturdays which are very busy – to extend their time downtown ie lunch/dinner, etc. J. MacIntyre suggested the need to develop a joint marketing package (Y and BIA) - as the Y is a key draw to downtown, currently averaging approximately 950 visits/day.

**PART 1 – CONSENT AGENDA**

M. Armstrong, Director of Economic Development, City of Greater Sudbury, was formally introduced as ‘liaison’ with the BIA, also noting the historical relationship with the BIA including through the GSDC, Planning, Downtown Master Plan Review, etc.

**APPROVAL OF MINUTES**

**24-04** **Deisinger-Tammi**

**THAT** the minutes of the 11th meeting of the Board of Directors of Downtown Sudbury BIA (Thursday, January 11, 2024), as circulated, be hereby accepted.

**CARRIED**

**PART 2 – REGULAR AGENDA**

**CO-CHAIRS' REPORT**

***City/BIA Work Group***  ...

K. MacIsaac noted that the January meeting continues to move ‘actions’ forward, including: \***Patio Season** discussion underway (package, requirements);

**\*snow removal** – noting approximately $135,000/removal and that a business case is needed specific to the impact on business if removal is not done properly/in a timely manner;

**\*public washrooms** – work continues to ensure the reopening of those at the Y by spring

***Coffee with a Cop*** ...

It was recommended that this program be re-evaluated (as same people attending monthly, how do we attract new and more).

***OBIAA Conference 2024 ...***

K. MacIsaac noted that the Co-Chairs recommend that Staff attend this Conference and that consideration be given to Directors, together with the Managing Director, attending the IDA (International Downtown Association) Conference in Seattle. J. MacIntyre further outlined the differences in the two conferences and the broader learning opportunities available at the IDA Conference – particularly in light of the Board’s direction, review of Downtown Master Plan, Cultural Hub discussions, arena discussions, etc.

Directors agreed that this (IDA) is an important professional development opportunity. Further discussion to be held once registration opens and costs can be determined.

Further to discussion, the following resolution was then passed:

**24-05** **Guillemette-Zulich**

**THAT** the Board approves all Staff to attend the annual OBIAA Conference, April 28-May 1, Mississauga;

**AND FURTHER THAT** all expenses are covered (registration, accommodations, travel, food);

**AND FURTHER THAT** a report will be provided to the Board following the Conference.

**CARRIED**

***Office Lease ...***

C. Tammi declared a Conflict of Interest in this discussion as he represents the Landlord) and, as such, did not take part in any discussion or vote on any matter.

K. Marcus provided members an update, further to direction provided at the January Board meeting.

The following resolution was then presented:

**24-06** **MacIntyre-Deisinger**

**THAT** the Board approves extending the office lease at 115 Larch St., for an additional two (2) years, as follows:

Year 1 - $21/SF Gross

Year 2 - $22/SF Gross

**CARRIED**

**2024 PROGRAM/BUDGET**

M. Luoma advised that the draft budget, prepared by Staff, previously circulated (together with the financials as at December 31/23) was prepared based on Board discussion a direction. It was also noted that the draft year end figures are subject to change as all invoices have not been received.

Further to discussion, the following resolution was presented:

**24-07** **Deisinger-Balaz**

**THAT** the Board approves a 2024 Operating Budget and Program in the amount of $630,000 as presented and discussed;

**AND FURTHER THAT** this represents a 0% increase in member levy over 2023;

**AND FURTHER THAT** this be presented for Member approval at the Annual General Meeting to be held Thursday, February 29, 2024.

**CARRIED**

**ANNUAL GENERAL MEETING**

K. Marcus provided the following update, noting that a ‘Save the Date’ will be issued to members:

\*date ... Thursday, February 29th – 6pm

\*location ... Place des Arts (tbc)

\*’Guests’ ... Mayor Lefebvre, Go Give, M. Armstrong

**MANAGING DIRECTOR’S REPORT**

**24-08** **Deisinger-Guillemette**

**THAT** the Managing Director’s Report for the month of January 2024, as circulated, be hereby accepted

**CARRIED**

Various highlights were discussed and related resolutions presented:

***Downtown Dollars/Gift Cards***

Directors discussed proposed changes in the 25% discount program and the need for a corporate package/marketing strategy. Further discussion at the next meeting.

***‘Across-the-street' lighting***

K. Marcus highlighted discussions to date – locations (all of downtown), method (use of street lights vs buildings), installation, etc. Full report next meeting, including budget, for approval to proceed.

***Sponsorships (requests to date)***

**24-09** **Guillemette-Balaz**

**THAT** the Board supports the S.A.C. sponsorship recommendations as follows:

\*Nuit Blanche - $2,000

\*SMF (Sudbury Music Festival) - $1,500

**CARRIED**

***Patio Rebate***

**24-10** **Balaz-Deisinger**

**THAT** the Board supports continuing the member incentive campaign as follows:

\*new participants – up to $7,500

\*2nd, 3rd year (final year) participants – up to $2,500

**CARRIED**

***Sudbury.com annual program***

**24-11** **Guillemette-Deisinger**

**THAT** the Board supports the Marketing Committee recommendation for approval of the 2024 campaign at $10,395.98 with Sudbury.com.

**CARRIED**

***Stingray Radio annual program***

**24-12** **Deisinger-Zulich**

**THAT** the Board supports the Marketing Committee recommendation of the 2024 campaign of $30,080 with Stingray Radio (Hot/Rewind).

**CARRIED**

**NEXT MEETING(S)/IMPORTANT DATES**

* **AGM** **Thursday, February 29 – 6pm – Place des Arts (tbc)**
* **Regular Board Meeting** **Thursday, March 7 – 9am – Rm C-10, TDS**

**ADJOURNMENT**

There being no further matters to discuss at this time, this meeting adjourned at 10:30 a.m.