

27TH MEETING OF THE BOARD OF DIRECTORS OF 'DOWNTOWN SUDBURY'

Wednesday, February 5, 2014

Board Room, 7 Cedar St., Unit 102

A REGULAR MEETING OF THE BOARD HELD AT 4:20 P.M.

J. MACINTYRE IN THE CHAIR.

PRESENT

D. Brouse, P. Thurston, S. Vincent, J. Browning, A. Lenardich, B. McCullagh

REGRETS

N. Bertolo McAloney, J. Chevrier, F. Belli

ALSO PRESENT

F. Chartrand BUREAU
M. Luoma Executive Director

MARKETING

F. Chartrand – BUREAU – presented Branding Option One as recommended by the Marketing Committee.

Further to discussion, the following timeline/action was agreed upon:

1. Approval of concept -this Board meeting
2. Launch -AGM – to membership
3. Implementation Plan -special meeting of the Marketing Committee/Board following the AGM

The following resolution was then presented:

14-114 McCullagh – Lenardich

WHEREAS the Marketing Firm of BUREAU was retained to develop a new Branding for 'Downtown Sudbury';

BE IT THEREFORE RESOLVED THAT the Board of Directors of 'Downtown Sudbury' supports the recommendation of the Marketing Committee as per their meeting of January 29, 2014;

AND FURTHER THAT the new 'brand' will be 'launched' to Membership at the Annual General Meeting of February 26, 2014.

CARRIED UNANIMOUSLY

The Chair and Staff will work with BUREAU to develop the details for the launch.

PART ONE – CONSENT AGENDA

DECLARATIONS OF CONFLICT

None declared.

APPROVAL OF MINUTES

14-115 McCullagh – Thurston

THAT Items C-1 and C-2 contained in the Consent Agenda, as duplicated and circulated, be hereby accepted.

CARRIED

C-1 BOARD OF DIRECTORS

14-116 McCullagh – Thurston

THAT the Board minutes of the 26th Meeting (January 15, 2014) as duplicated and circulated, be hereby accepted.

CARRIED

C-2 MARKETING

14-117 McCullagh – Thurston

THAT the minutes of the Marketing Committee meeting, dated Wednesday, January 29, 2014, as duplicated and circulated, be hereby accepted.

CARRIED

PART TWO – REGULAR AGENDA

R-1 EXECUTIVE DIRECTOR'S REPORT

14-118 McCullagh – Thurston

THAT the Executive Director's Report (January 2014), as duplicated and circulated, be hereby accepted.

CARRIED

R-2 CHAIR'S REPORT

J. MacIntyre advised members of the upcoming **Coldest Night of the Year Walk** ... February 22nd ... hosted by the Samaritan Centre (part of a winter walk held in 60+ cities across Canada) in support of their work in Sudbury with the hungry, homeless and hurting.

Directors agreed to participate as a Team (whoever can make it) and also supported a donation, as per the following resolution:

14-119 McCullagh – Thurston

THAT the Board approves a donation in the amount of Five Hundred (\$500) Dollars to the Samaritan Centre, in conjunction with their 'Coldest Night of the Year' Walk (February 22, 2014).

CARRIED

The Chair then provided an update on the **Stompin Tom Commemorative Committee Sculpture Project**, noting that a Press Conference has been scheduled to launch the project ... which, when completed is expected to be installed along the Elgin Greenway. It was further noted that while the statue will be going to the foundry to be cast and the formal fundraising has not started, there is a need for some advance funding to cover some initial costs. The following resolution was then presented:

14-120 McCullagh – Lenardich

WHEREAS the Elgin Greenway has been identified as a key action component of the Downtown Master Plan;

AND WHEREAS 'Public Art' has also been identified as integral to both the Downtown Master Plan and the Downtown Streetscape Plan;

BE IT THEREFORE RESOLVED THAT the Board approves contributing the refundable 'seed' money of \$10,000 to the Stompin Tom Commemorative Bronze Sculpture project;

AND FURTHER THAT this will be installed as part of the Elgin Greenway Project.

CARRIED

R-3 DOWNTOWN MARKETING – 'REBRANDING PROJECT'

This matter was moved up to the beginning of the meeting.

R-4 DOWNTOWN PARTNERSHIP

Response from DVDC to the Board’s resolution (November Board meeting) was previously circulated and read for discussion.

The Chair will follow-up for some clarification as it relates to the original intent of the Board’s discussion and intent of the direction as per the resolution passed.

The Executive Director advised that the Terms of Reference for the Downtown Economic Development Committee will be drafted for review at the next Board meeting.

R-5 ANNUAL GENERAL MEETING

The following quick update was provided:

- Wednesday, February 26th ... 5 pm – 7:30 pm
- School of Architecture
- The format will be similar to last year ... and will also include a ‘tour’ of the facility
- Agenda will include updates on various key projects/programs – as well as the required membership approval of the 2014 Budget
- A key component of the evening will be the launch of the new Brand

R-6 OTHER

Peddler’s Pub – Outdoor Patio Proposal ‘Pilot Project’

Directors were updated on this project, further to discussion at the January Board meeting, noting that it has received strong support from both the Operations Committee and City Staff. While details (ie process, etc.) are being finalized, it is expected that the project will be in place for the spring start-up.

As consistency of design for future applications was of interest to the Board in their previous discussion, the following resolution was presented (based on the Barrie example):

McCullagh – Lenardich

WHEREAS there is a proposal to undertake an expanded outdoor Patio program that will include the use of the entire sidewalk (adjacent to the business), as well as a constructed ‘boardwalk sidewalk’;

AND WHEREAS this proposal fits within the philosophy of both the Downtown Streetscape Program and the Downtown Master Plan;

AND WHEREAS it is the intent that the design for the patio and boardwalk sidewalk be consistent throughout this program and a requirement within the application process;

BE IT THEREFORE RESOLVED THAT the Board agrees to cover the cost of the engineering drawings for this program to a maximum cost of \$3,500, thereby becoming the owners of the design.

Further to a lengthy discussion and various concerns raised related to the fiscal responsibility of this project contribution, the above resolution was amended as follows:

14-121 McCullagh - Lenardich

WHEREAS there is a proposal to undertake an expanded outdoor Patio program that will include the use of the entire sidewalk (adjacent to the business), as well as a constructed 'boardwalk sidewalk';

AND WHEREAS this proposal fits within the philosophy of both the Downtown Streetscape Program and the Downtown Master Plan;

AND WHEREAS it is the intent that the design for the patio and boardwalk sidewalk be consistent throughout this program and a requirement within the application process;

BE IT THEREFORE RESOLVED THAT the Board agrees to cover the cost of the engineering drawings for this program to a maximum cost of \$3,500, thereby becoming the owners of the design;

AND FURTHER THAT a one-time fee of \$1,000 be charged to applicants for use of the design.
CARRIED

Parking

Directors were advised that a meeting is scheduled with City Staff for February 6th. Discussion included the urgent need to address both short term and long term (facility) actions. Further report at next meeting.

Utility locates

B. McCullagh expressed concern related to the various utilities and the marking on sidewalks and roadways for upcoming work. While this 'marking' is required, the question is if this cannot be done in such a way that it is removed following the work. The current situation gives a 'graffiti-like' appearance and is certainly in keeping with the intent of the Downtown Master Plan and all the project/programs that all the downtown partners are working towards.

OBIAA Conference

14-122 McCullagh – Vincent

THAT the Board approves sending 1 Director, together with the Staff (3), to the upcoming Annual OBIAA Conference in Hamilton, April 27-29, 2014;

AND FURTHER THAT all expenses related to the Conference (registration, accommodation, travel) will be covered;

AND FURTHER THAT a report will be circulated to the Board following the Conference.
CARRIED

Downtown Guide 2014

The Chair advised Directors that the BIA has been approached by Mr. Gordon Harris to participate in this Guide. As the new Branding concept has only been approved and the implementation program not finalized, it was agreed to not participate at this time.

NEXT MEETING

AGM WEDNESDAY, FEBRUARY 26TH ... 5 PM – 7:30 PM
REGULAR WEDNESDAY, MARCH 5TH ... 4 PM

ADJOURNMENT

14-123 McCullagh – Thurston
THAT we do now adjourn. Time: 6:10 p.m.
CARRIED

Chair

Executive Director