

14TH MEETING OF THE BOARD OF DIRECTORS OF 'DOWNTOWN SUDBURY'

Thursday, June 2, 2016, LAL St. Andrew's Place

A REGULAR MEETING OF THE BOARD HELD AT 4:00 P.M.

J. MACINTYRE IN THE CHAIR.

PRESENT

S. Vincent, K. MacIsaac (Dep 6:05pm), A. Gilmore, J. Browning, R. Gregorini, F. Cormier, D. McIntosh (dep 6:15pm)

REGRETS

D. Brouse, B. McCullagh, A. Vardy

ALSO PRESENT

M. Luoma Executive Director

PART ONE – CONSENT AGENDA

DECLARATIONS OF CONFLICT

None declared.

APPROVAL OF MINUTES

16-77 Vincent-McIntosh

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

CARRIED

C-1 BOARD OF DIRECTORS

16-78 Vincent-McIntosh

THAT the Board minutes of the 13th Meeting (May 12, 2016) as duplicated and circulated, be hereby accepted.

CARRIED

GUEST DISCUSSION – KARDIEM

J. MacIntyre introduced Dean Murray, Kardiem (via internet) to discuss their mobile Gift Card program. The following are discussion highlights:

- Only a digital program
- No upfront costs, pay per transaction
- ie 'Experience Downtown Sudbury' program ... Downtown \$
- 2% + \$1 – cost per Gift Card purchase
- Kardiem does the bookkeeping
- 0 set-up charge
- Program falls within objectives/initiatives of the Strategic Plan

Action:

- ① Further to a lengthy discussion it was agreed to invite Mr. Murray to make a **presentation to Members in late June.**
- ② At the same time, it was suggested that R. Gregorini make a brief presentation on developing a **Downtown 'Swag Bag'** (ie including discounts, coupons, etc. from members) ... to be provided to new businesses (as a 'Welcome'), various conventions, events, etc.

PART TWO – REGULAR AGENDA

R-1 EXECUTIVE DIRECTOR'S REPORT

16-79 Vincent-McIntosh

THAT the Executive Director's Report (May, 2016), as duplicated and circulated, be hereby accepted.

CARRIED

R-2 CHAIR'S REPORT

The Chair advised of recent presentation made to the **Chamber's Downtown Development Task Force**. He further noted a number of opportunities under discussion to work closer with the Chamber (ie Workshops, Event).

R-3 EVENTS

Yard Sale ... Information was previously circulated specific to the success of the event and social media (facebook) stats. Directors discussed opportunities to build on this event both this year and in the future, including opportunities to utilize other streets, 'juried' type program. K. MacIsaac and M. Luoma to work on opportunities to develop/construct 'booths' (ie LAL partnership ?)

Action:

It was agreed to plan a 2nd event for the fall (ie October 1st)

In the fall, initiate a 'call-out'/invitation to non-profits (ie United Way, etc.) for level of interest in partnering in a monthly program in 2017 (ie May-September)

MOTION TO PROCEED PAST

16-80 Browning-Gilmore

THAT we proceed past 5:30 p.m.

CARRIED

Downtown Movie Night Under the Stars ... The May 26th scheduled evening was cancelled due to the weather, rescheduled to Thursday, June 2nd.

Downtown Rotary Blues For Food ... Saturday, June 11th ... Graphic-Con will also happen that date at the Sudbury Arena.

Farmers' Market & Earth Day Festival ... Market opens Saturday, June 4th ... Earth Day Festival is also June 4th in Memorial Park.

Other ... R. Gregorini raised a concern specific to the Ontario Attractions Magazine and the lack of presence of Sudbury in this publication, as well as raising the question of the City's 'unique selling position' – is there one, is it marketed, etc.

Action:

① Meeting to be scheduled with City Tourism (M. Armstrong) to further discuss both these issues.

R-4 PARKING WORK GROUP

16-81 Vincent-McIntosh

THAT the minutes of the Parking Work Group meeting dated May 31, 2015, as duplicated and circulated, be hereby accepted.

CARRIED

Members again discussed concerns specific to the current stress on parking and increased concerns on how this will be worked in to future developments. Councillors Cormier & McIntosh spoke to recent correspondence from a downtown Member expressing this concerns and suggested that similar letters of concerns be encouraged.

Action:

- ① Members be encouraged to submit letters of concern to BIA – to then be ‘packaged’ for Council.
- ② That the Chair prepare a letter that while continuing to support these major projects there is a caution that parking is at a ‘tipping point’ at this time and needs to be addressed prior to any major construction and further reduction of parking.

MOTION TO PROCEED PAST

16-82 Vincent-Browning

THAT we proceed past 6:00 p.m.

CARRIED

R-5 CITY’S ‘LARGE PROJECTS’ PRIORITIES

The Chair advised of recent discussions at the ‘Downtown Events Centre Work Group’. This was followed by some discussion on the need for site selection prior to an RFP being issued and the pros/cons attached to that. The Work Group will be meeting over the next month and Directors will be updated on that discussion.

R-6 STRATEGIC PLAN

Boundary Expansion ... Information package previously circulated, including a map outlining proposed phasing. Directors agreed to proceed as recommended (A, B, C, D being priority).

Expressing Vibrancy ... A ‘Save the Date’ card/invitation will be circulated to the Board over the next week. It is hoped that this will be circulated widely to invite/encourage participating in the upcoming ‘walk abouts’ scheduled for late August.

‘Win This Space’ ... Information package previously circulated. Directors continued to support this program in principle. The ED will move forward and provide further details (including budget expectations) as they are finalized.

NEXT MEETING(S)

JUNE

... date to be confirmed

.. Member Session – Kardiem & ‘Swag Bag’ presentations

THURSDAY, SEPTEMBER 1ST ... 4PM **... Regular Board Meeting**

ADJOURNMENT

16-83 Vincent

THAT we do now adjourn. Time: 6:30 p.m.

CARRIED

Chair

Executive Director