

FIRST MEETING OF THE BOARD OF DIRECTORS OF 'DOWNTOWN SUDBURY'

Thursday, March 19, 2015
St. Andrew's Place, 111 Larch St.

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

J. MACINTYRE IN THE CHAIR.

PRESENT

D. Brouse, A. Gilmore, R. Gregorini, B. McCullagh, F. Cormier, D. McIntosh (dep 6:15 pm)

REGRETS

J. Browning, S. Vincent, A. Vardy, K. Maclsaac

ALSO PRESENT

M. Luoma Executive Director
G. Labelle Facilitator – 'Visioning' Session

PART ONE – CONSENT AGENDA

DECLARATIONS OF CONFLICT

None declared.

APPROVAL OF MINUTES

15-03 McCullagh – Brouse

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

CARRIED

C-1 BOARD OF DIRECTORS

15-04 McCullagh – Brouse

THAT the Board minutes of the 36th Meeting (January 12/15), Special Meeting (February 12/15), and the Annual General Meeting (February 26/15), as duplicated and circulated, be hereby accepted.

CARRIED

PART TWO – REGULAR AGENDA

R-1 EXECUTIVE DIRECTOR'S REPORT

Report previously circulated. There being no questions/discussion, the following resolution was presented:

15-05 Brouse – McCullagh

THAT the Executive Director's Report (February 2015), as duplicated and circulated, be hereby accepted.

CARRIED

R-2 CHAIR'S REPORT

J. MacIntyre highlighted the following:

Railway Relocation discussion ...

In light of the recent Gogama incident bringing this back to the forefront, it was noted that this might be time for the Board to take a more active role in discussions ... ie media release, support letter. Reference was made to a KPMG Report on the Sudbury situation. Staff to try to obtain this report and circulate to Directors for information.

Action: It was then agreed to invite David Robinson, 'Imagine Sudbury', to the next Board meeting (April 2nd) to provide an overview/update on that group's work to date on this project.

Downtown Public Art Fund ...

The Chair noted the importance of establishing such a fund in order to develop a pool to support public art in the downtown. There are many ways that this might occur/take shape:

*preliminary discussions have been held with Artists on Elgin re their interest in acting as 'purveyor' of these funds, jury, etc.

- *% of funds raised from events, sale of Downtown merchandise ... could be allocated to this
- *tie in to existing Plans (Cultural Plan, Downtown Master Plan-'Public Art' is identified as a project within the Plan)
- *establish 'Downtown Public Art Reserve' ... through the BIA
- *would require the development of criteria, application and review process
- *check best practices of other BIAs for such 'funds'

Action: Directors agreed to the concept and requested Staff to prepare some options

HNIC 'Play On' ...

The Chair advised Director of past partnership with this event, the changes that have occurred this year at the National level, and subsequent impact on partnering groups including 'Downtown Sudbury' (additional staff and financial resources, increased financial risk).

Directors were also advised that contact has been made with a number of local groups (Sudbury Wolves, Laurentian Hockey, Pond Hockey, Minor Hockey) to see if there is any interest in taking on this event. While some very preliminary discussions have been held, nothing concrete has developed as yet.

Action: Following discussion, Directors agreed to continue with the above in an effort to have another group continue this event. However, if this fails, there was agreement not to pursue this as the BIA.

Up Fest ...

Further to interest expressed immediately following the AGM and the presentation by Up Fest Organizers, the Chair advised that a meeting has been held to discuss various sponsorship opportunities for 'Downtown Sudbury'. As this event ties in strongly with the philosophy/goals of the Board, Directors discussed a 'scaled' sponsorship with a 'devolution of funding' over four years, the requirement that a guarantee of member involvement is included (whether financial, holding a special sale, remaining open during the festival).

Action: Following a lengthy discussion, Directors agreed in principle that the Chair and ED pursue the Title Sponsorship for 2015 – based on the above ... and that a draft 'contract'/agreement be prepared and circulated prior to final commitment. Further ... the \$25,000 sponsorship would be taken from ① Events (previously HNIC - \$12,500) – and - ② Marketing (\$12,500)

Also ... this will serve as a 'template' for future opportunities to assist in developing new downtown events.

Mayor's Celebration of the Arts ...

Directors were advised that a request has been received to sponsor one of the Awards at this event (\$1000).

Action: Not at this time.

Website ... The Chair advised that the new site should be live over the next week.

OBIAA Conference ...

The Chair recommended that, as there are a number of opportunities for Directors and Staff to attend 'downtown' Conferences (OBIAA, IDA) and that these are very specific to Professional Development in this industry, a policy be developed that would allow/ensure each Director has the opportunity to attend at least one during the term.

Action: ED to prepared Conference attendance Policy.

The following resolution was then passed:

15-06 Brouse – McCullagh

THAT the Board approves sending 3 Directors (Chair & 2 Directors), together with the Staff (3), to the upcoming Annual OBIAA Conference in Toronto, April 19-21, 2015;

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

The Directors attending will be J. MacIntyre, D. Brouse, R. Gregorini.

Full Sidewalk Patio ...

The Chair advised of delays in moving this project forward. The intent is to request the removal of the 'Pilot' and make this program permanent. This request must go before the Operations Committee and has been experiencing delays. There continues to be strong support for the program – from the public and from members – and interest from members in participating this year.

Action: The ED will follow up through Planning (as has recently been identified by D. Shelsted). D. McIntosh offered assistance if required.

VISIONING SESSION

G. Labelle outlined the process for this stage of discussion ... a review of the **Strategic Plan 2013 – 2016** (previously circulated) ... including Goals, Objectives and Strategies.

The first item was to revisit and finalize the 'Mission' & 'Vision' of 'Downtown Sudbury' BIA. Directors agreed to the following:

MISSION

'To maximize the long term interests of our members.'

VISION

'Downtown Sudbury will be the cultural and economic hub of Northern Ontario.'

Approved by Board ... Thursday, March 19th /15

Following discussion and review of the Strategic Plan, it was agreed that the next step is to both review and to begin to apply 'actions' to the various strategies ... thereby, developing the 'Work Plan' for the Board.

Action ... The ED will prepare a listing of current activities and programs that will be attached to the identified Goals.

NEXT MEETING

THURSDAY, APRIL 2ND ... 4PM

ADJOURNMENT

15-07 Brouse – McCullagh

THAT we do now adjourn. Time: 7:00 pm

CARRIED