

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

Thursday, May 7, 2015
LAL Board Room

A REGULAR MEETING OF THE BOARD HELD AT 4:00 P.M. **J. MACINTYRE IN THE CHAIR.**

PRESENT

D. Brouse, J. Browning, A. Gilmore, R. Gregorini, B. McCullagh, F. Cormier, D. McIntosh, A. Vardy, S. Vincent

REGRETS

K. Maclsaac

ALSO PRESENT

M. Luoma	Executive Director
Harm Reduction Home	Tina Ranta & Patty MacDonald
DVDC	Bora Ugurgel, Susan Thompson, John Arnold
City Planning	Mark Simeoni, Ed Landry

GUESTS

The following Guests were present to provide an overview of their organization:

Harm Reduction Home

Tina Ranta (Manager, Harm Reduction Home) and Patty MacDonald (CMHA's Director of Operations) provided an overview of the various programs provided/offered by the Canadian Mental Health Association (Sudbury/Manitoulin), including the proposed 'Harm Reduction Home' to be located in downtown Sudbury. Further to discussion, both the Chair and M. Simeoni (Planning) offered assistance as this project moves forward.

DVDC (Downtown Village Development Corporation)

Bora Ugurgel (Chair), Susan Thompson (Managing Director), John Arnold (Past Chair) were present to provide an overview of the organization, which included information on 3 specific projects they are currently working on. At the conclusion of their presentation, the request was made to the Board of Directors that the 'Downtown Partnership' be revisited and revived.

PART ONE – CONSENT AGENDA

DECLARATIONS OF CONFLICT

None declared.

APPROVAL OF MINUTES

15-13 McCullagh – Brouse

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

CARRIED

C-1 BOARD OF DIRECTORS

15-14 McCullagh – Brouse

THAT the Board minutes of the 2nd Meeting (April 9, 2015), 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:

15-15 McCullagh - Brouse

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

CARRIED

R-2 CHAIR'S REPORT

J. MacIntyre highlighted the following:

- Meeting held recently with representatives from **LAL** to discuss how we might work together on positive messaging as it relates to the construction delay.
- While noting that there were a number of 'take-aways' from the recent OBIAA Conference, one in particular was the '**Win This Space**' program that assists new entrepreneurs in business start-up. The program is offered in partnership with a landlord of vacant street level space, together with other downtown businesses offering various services (ie business branding, office supplies, phone/internet, etc.).
Action:
Additional information is currently being collected with the goal to initiate in downtown. Preliminary discussions have also been held with the GSDC as this is a potential partnership program (also with the Small Business Assistance Program). Further report/details will be presented at the June Board meeting.
- Directors were then asked the direction they wished to follow as a result of the **DVDC presentation**. Following discussion, it was agreed that, as the multi-use parking facility project has been of strong interest to the BIA for years and parking is at a critical stage (for both maintaining businesses as well as attracting new businesses and development), it was agreed to partner with this project specifically.
Action:
Members of DVDC will be invited back to the June Board meeting to discuss this specific partnership project and what kind of support they might be looking for.
- Directors were reminded that there is still work remaining on the **Strategic Plan** and encouraged that every effort be made to attend the next session to complete this process.
Action:
Strategic Planning Session ... Thursday, May 21st ... 3:30 p.m.

PROCEED PAST

15-18 McCullagh – Brouse

THAT we proceed past 6:00 p.m.

CARRIED

R-3 UPDATES

Full Sidewalk Patio Program

Further to attendance and discussion at the City Operations Committee, the Committee fully supported this project to make it a permanent program.

Action:

There will be further discussion on the fee structure in the fall.

Up Fest Sponsorship

Further to Board discussions at the previous two meetings, as well as email poll, the following resolution was ratified:

15-16 McCullagh – Brouse

WHEREAS it is the goal of the 'Downtown Sudbury' BIA to provide assistance and guidance in the development of new events and initiatives that meet the criteria of the Board's Mission and Vision;

BE IT THEREFORE RESOLVED THAT the Board agrees to support 'We Live Up Here' in the presentation of Up Fest – a public art festival that culminates in an emerging music festival and art crawl;

AND FURTHER THAT this support will be in the form of 'Title Sponsor', in the amount of \$25,000;

AND FURTHER THAT , as part of this sponsorship, we request a full report within 90 days following the festival, including financials.

CARRIED

Action:

*The ED to develop an '**Application Process**' to be developed for any request to partner/assist in a new festival/activity

*The Program Co-ordinator to develop an '**Event How To Manual**' to assist organizations with the steps necessary to plan and execute a successful downtown event. This will be submitted to the October Board meeting.

OBIAA Conference

The Chair noted that there were a number of 'take-aways' from this Conference – some that have been discussed earlier. He also noted ...

- One 'take-away' related to some **governance issues** – specifically Staff review
- Another is the need to generate '**action items**' from Board discussion.
- A potential new project was also highlighted – '**Expressing Vibrancy**'. Members were provided an overview and were advised that the project co-ordinator will be visiting us for a day to review our area and provide more specific details on how this project might work for us.

Action:

*Staff review in Fall

*visit to discuss the 'Expressing Vibrancy' program and then decision will be required (at June meeting) to proceed or not

*Further report on OBIAA Conference 'take-aways' at the June Board meeting

2014 Audit

15-17 McCullagh – Brouse

THAT the 2014 Financial Statements for 'Downtown Sudbury' BIA, dated December 31, 2014, as prepared by the Auditors, PricewaterhouseCoopers and previously circulated be hereby approved.

CARRIED

Downtown Master Plan

Information previously circulated.

R-4 OTHER/NEW

Information on the following was previously circulated, with some direction/discussion required:

Tale of a Town

This project will occur May 18th – 29th. Directors were asked to advise the ED if they had any names to suggest for possible interviews.

Expressing Vibrancy

Previously discussed. Further report at the June Board meeting.

Elm St. Parking

Directors were advised that the two year 'Pilot' project will end in September and the small Work Group has started meeting to discuss the strategy to request the City Operations Committee to make this permanent.

Directors supported that this continue.

2015 Streetlighting Program

Directors were advised of the previous Board intent to commit \$75,000 (Special Projects Reserve Fund) – to be matched by the City – for this year and that consideration was given to beginning Larch St. There was strong concern expressed that it appears to now be expected that the BIA contribute 50% of the cost of this program. Historically, the BIA contributed substantially less. Directors particularly expressed concern with the number of potential projects that the BIA may wish to contribute to in an effort to move them forward (ie Elgin Greenway). As a result, discussion on the 2015 commitment to this project was deferred.

NEXT MEETING

STRATEGIC PLANNING SESSION

...THURSDAY, MAY 21 – 3:30 P.M.

REGULAR BOARD

...THURSDAY, JUNE 4 – 4:00 P.M.

Guests will include:

*Police Chief Paul Pedersen

*DVDC – partnership project – multi-use parking facility

ADJOURNMENT

15-19 **McCullagh – Brouse**

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

CARRIED

Chair

Executive Director