

21ST MEETING OF THE BOARD OF DIRECTORS OF SUDBURY METRO CENTRE

**Board Room, 7 Cedar Street
Wednesday, March 18, 2009**

A REGULAR MEETING OF THE BOARD HELD AT 5:30 P.M. D. GAINER IN THE CHAIR.

PRESENT

J. Browning, M. Fabbro, V. May, S. Vincent, B. Wygant, J. Gasparini

REGRETS

J. Arnold, B. Edington, J. Landry-Altmann

ALSO PRESENT

M. Luoma – Executive Director
A. Davis, Ard's Second Hand Store – Member
J. Rutherford, Black Cat – Member

DECLARATIONS OF CONFLICT

None declared.

'IN CAMERA' SESSION

09-197 Vincent – Gasparini

That we move 'In Camera'. Time 5:30 p.m.

CARRIED

09-198 Vincent – Gasparini

THAT we move out of the 'In Camera' Session. Time 5:45 p.m.

CARRIED

REPORT ON BUSINESS ARISING FROM THE 'IN CAMERA' DISCUSSION

No business/motions to report.

PART 1 – CONSENT AGENDA

APPROVAL OF MINUTES

09-199 May – Gasparini

THAT items C-1 to C-4, as duplicated and circulated, be hereby received.

CARRIED

C-1 & Board of Directors

C-3 09-200 Gasparini – May

THAT the minutes of the 20th Meeting of the Board (Tuesday, February 10, 2009) – and – the Annual General Meeting (Friday, February 27, 2009), as duplicated and circulated, be hereby accepted.

CARRIED

C-2 Executive Committee

09-201 Fabbro – Gasparini

THAT the minutes of the Executive Committee (February 23, 2009), as duplicated and circulated, be hereby received.

CARRIED

C-4 Downtown Partnership Work Group

09-202 Fabbro – Vincent

THAT the minutes of the Downtown Partnership Work Group (February 19, 2009), as duplicated and circulated, be hereby accepted.

CARRIED

BUSINESS ARISING FROM MINUTES

• **Board Vacancy**

Further to discussion, the following resolution was presented:

09-203 Gasparini – May

THAT the Board directs Staff to advertise to the Membership that there is a vacancy on the Board for the balance of the Term;

AND FURTHER THAT interested persons be invited to submit their name and resume.

CARRIED

It was noted that the process follow the same/similar format (specifically requirements) as the original call for interest.

ACTION:

¹Notice to members through: mail, email, print ad

²Executive Committee will review (and ‘interview’ if required) – with a report and recommendation back to the Board for the April Board meeting

PART 2 – REGULAR AGENDA

R-1 CHAIR’S REPORT

Committee Review

M. Luoma provided and overview as per Information previously circulated to Directors, including information as contained in the Board’s Organization/Policy Manual ... ie Standing Committees and their Mandates, Sub-Committees/Task Forces, Composition, Procedures, Responsibilities, etc.

Directors were also reminded of the Committee information sheet that was included in the AGM package, that provided an outline of Committees and invited Member participation. It was noted that no response has been received.

In addition, Directors were advised that contact has been made to members of both the Safety/Security and Promotion/Marketing Committees to request confirmation of their continued interest in those areas. Most members have confirmed.

Further to discussion, the following resolution was then presented:

09-204 Browning – Gasparini

THAT the following Directors be appointed as Chairs for the 4 Standing Committees of the Board:

| | |
|------------------------|-----------------|
| Promotion/Marketing | Shirley Vincent |
| Transportation/Parking | Jan Browning |
| Development/Design | Marsha Fabbro |
| Safety/Security | Victoria May |

CARRIED

ACTION: Reactivate Committees over the next month.

R-2 EXECUTIVE DIRECTOR’S REPORT

09-205 Gasparini – Vincent

THAT the Executive Director’s Report (February), as duplicated and circulated, be hereby received.

CARRIED

R-3 FINANCIAL REPORT

Accounts Paid Listing

09-206 Vincent – Gasparini

THAT the February Accounts Paid listing, as duplicated and circulated, be hereby received.

CARRIED

2008 Audit

09-207 Vincent – Gasparini

THAT the Audited Financial Statements 2008, as prepared by FCR, and previously duplicated and circulated, be hereby received.

CARRIED

R-4 PROGRAM/PROJECT UPDATES

Development/Design:

M. Fabbro and M. Luoma provided the following update:

○ **Streetscape Project:**

- FedNor Grant has been extended to the end of April (this includes the Marketing component, specifically related to sponsorship/fundraising opportunities)
- Progress is being made re implementation plans for this summer. A bench and ash receptacle have been ordered (as recommended in the report) to both provide an actual sample for review by all partners, as well as to assist in the investigation of opportunities for local fabrication. It was noted that preliminary discussions are underway and that, if this proves feasible, a Terms of Reference will be developed and a Request For Proposal issued. It was also noted that it is the intent/goal to encourage some downtown members to purchase ash receptacles for their business/property.

○ **Financial Incentives Program:**

- A total of 8 applications were received in this second round of the program. The review of applications has been completed and recommendations will now be forwarded to the GSDC, with expected start-up date for successful applicants in May.

Promotion/Marketing:

It was noted that the Marketing Work Group has held preliminary discussions and further Board direction is requested on the following:

○ **Website:**

- M. Luoma advised that, further to the Board's previous discussions, meetings have been held with a downtown member related to upgrading and developing our existing website to better communicate to members, as well as to better market (our activities) to the public. An overview was provided of a proposal (circulated), noting this is for content development – not the design/visual component (which can be done at a later date).

Further to discussion, the following resolution was presented:

09-208 Gasparini – Vincent

THAT the Board approves an expenditure of \$2,350 (+ taxes) for the purposes of upgrading the website, as per the proposal submitted and discussed.

CARRIED

ACTION: 'Circulate to Directors a sample of the project consultant's website development projects ... ²Initiate project (pending Director feedback)

○ **Marketing Budget:**

- D. Gainer & R. Wuyant provided an overview of options for consideration for this budget (\$75,000 + \$15,000 expected revenue = \$90,000), including such ideas as: utilizing ½ of this budget (\$45,000) for a media program and the balance for something more tangible/specific ie permanent structure (ie fountain), contest with a major prize award, developing the Downtown Ambassador Program – more specifically both the 'Clean Sweep' component and the 'safety/security' component.

Further to discussion, Directors supported the above recommendation, specifically the development of the Ambassador Program and the potential to leverage additional funding in order to cover 'equipment', uniforms, a minimum time period of May – August and directed Staff to prepare a program outline for the next Board meeting.

ACTION: ¹develop media marketing plan with \$45,000 budget ... ²develop proposal for 'Ambassador Program', including investigating potential additional funding sources

Downtown Partnerships:

Information was previously circulated (email) related to the upcoming ***Greater Sudbury Brownfield Strategy Symposium***, Thursday, March 26th. In addition to the Executive Director, M. Fabbro, J. Browning, and S. Vincent will attend.

R-5 OTHER

- ***Downtown Bar Owners Work Group*** ... D. Gainer recommended that this group be reactivated
- ***Police Chief*** ... recommended that an invitation be extended to the new Chief (Frank Elsner) to the May Board Meeting
- ***Events*** ... M. Fabbro suggested that the Board provide direction to investigate a new street activity – 'Mexican Fiesta' (in collaboration with the owner of La Casa Mexicana) - as well as Saturday activities over the summer months. Direction to investigate and report back was provided.
- ***Safety concerns/issues*** ... J. Gasparini advised that there continues to be growing concern related to increase in prostitution, drugs, gangs, etc. in the Elgin St. south area (Samaritan Centre, Quality Inn) and moving up to the Howey Drive area. These concerns will be further dealt with both at the Safety/Security Work Group level, as well as with the new Chief of Police.
- ***Letter to the Editor*** ... It was noted that a recent Letter to the Editor provided a negative view of a shopping trip downtown, specifically related to the service provided. It was further noted that businesses must realize the importance of 'Customer Service' and how one instance can affect not only that businesses but the area as a whole.
- ***NOSOA*** ... recommended that an update be provided at the next meeting
- ***Downtown Housing*** ... J. Gasparini noted that the proposed housing development (94 units) on McKenzie Street has been approved

NEXT MEETING

MONDAY, APRIL 6TH ... 5:30 P.M. ... BOARD ROOM

ADJOURNMENT

09-209 Gasparini – Vincent

THAT we do now adjourn. Time: 7:00 p.m.

CARRIED

Chair

Executive Director

