

## **25<sup>th</sup> MEETING OF THE BOARD OF DIRECTORS OF SUDBURY METRO CENTRE**

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**Board Room, 7 Cedar St., Unit 102**

**Thursday, October 15, 2009**

### **A REGULAR MEETING OF THE BOARD HELD AT 5:30 P.M.** **R. WYGANT IN THE CHAIR.**

#### **PRESENT**

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

#### **ALSO PRESENT**

M. Luoma – Executive Director

#### **REGRETS**

J. Arnold, R. Boucher, B. Edington, D. Gainer, J. Landry-Altmann

#### **DECLARATIONS OF CONFLICT**

None declared.

### **CONSENT AGENDA**

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#### **APPROVAL OF MINUTES**

##### **09-238 Vincent – Fabbro**

**THAT** Items C-1 to C-5, as duplicated and circulated, be hereby received.

**CARRIED**

##### **C-1 Board of Directors**

###### **09-239 Vincent – Fabbro**

**THAT** the minutes of the 24<sup>th</sup> meeting of the Board (Thursday, June 18, 2009) and the Informal Meeting of the Board (Tuesday, September 14, 2009), as duplicated and circulated, be hereby accepted.

**CARRIED**

##### **C-2 Downtown Promotion Committee**

###### **09-240 Vincent – Fabbro**

**THAT** the minutes of the Downtown Promotion Committee (July 7, 2009), as duplicated and circulated, be hereby received.

**CARRIED**

##### **C-3 Downtown Streetscape Steering Committee**

###### **09-241 Fabbro – Browning**

**THAT** the minutes of the Downtown Streetscape Steering Committee (June 25 & July 16, 2009), as duplicated and circulated, be hereby received.

**CARRIED**

##### **C-4 DOWNTOWN SAFETY/SECURITY COMMITTEE**

###### **09-242 Fabbro – Browning**

**THAT** the minutes of the Downtown Safety/Security Committees (July 16 & September 17, 2009), as duplicated and circulated, be hereby received.

**CARRIED**

##### **C-5 Downtown Partnership Work Group**

###### **09-243 Fabbro – Browning**

**THAT** the minutes of the Downtown Partnership Work Group (September 14, 2009), as duplicated and circulated, be hereby received.

**CARRIED**

#### **BUSINESS ARISING FROM MINUTES**

To be discussed under the 'Regular Agenda' items.

## REGULAR AGENDA

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### **R-1 Chair's Report**

Items will be covered through Agenda items/discussion.

### **R-2 Executive Director's Report**

Report was previously circulated for the months June-September. Questions/discussion was invited.

#### **09-244 Vincent – May**

**THAT** the Executive Director's Report (June – September), as duplicated and circulated, be hereby received.  
**CARREID**

### **R-3 FINANCIAL REPORT**

#### **Budget Update:**

Copies of the Budget Update at August 31<sup>st</sup> were previously circulated.

S. Vincent provided a brief overview, including a **recommendation** that the expected balance in both the 'Events' and 'Downtown Ambassadors' line items be used for:

1. The Master Plan Project sponsorship for Bruce Mau Keynote Speaker/Workshops
2. meter snow removal

Director agreement was received to this recommendation.

The following resolutions were then presented:

#### **09-245 May – Vincent**

**THAT** the Budget Update as at August 31, 2009, as duplicated and circulated, be hereby received.  
**CARRIED**

#### **2010 Budget/Program:**

S. Vincent advised recommended that a **Finance Committee** be established (as in the past) to prepare the draft 2010 budget for Board discussion ... with the goal to have this finalized prior to the end of December.

#### **09-246 Vincent – Fabbro**

**THAT** the following Directors be appointed to the Finance Committee for the purpose of preparing the 2010 Budget, for presentation and discussion by the full Board:

- Shirley Vincent
- Jan Browning
- Marsha Fabbro

**CARRIED**

### **R-4 PROGRAM/PROJECT UPDATES**

#### **Development/Design:**

M. Fabbro advised of the following:

- Correspondence forwarded to the City from both the DVDC and the BIA requesting City Council's consideration of a budget allocation for 2010 for Streetscape Implementation (copies of letters were previously circulated) ... J. Gasparini recommended that a specific \$ amount be requested
- The engineering drawings for the Bike Racks are expected over the next week
- The FedNor Streetscape grant has been further extended until December 31<sup>st</sup> ... to allow for the completion of the Marketing Component of this project

#### **Promotion/Marketing:**

##### ***Downtown Ribfest:***

Directors discussed both the strengths and the areas requiring development, including:

- Need to shorten lines
- Need to expand 'footprint'
- Need to expand 'working committee'
- Consider producing an 'event booklet' ie Burlington
- Encourage businesses to open on Sunday ... hold Sidewalk/special sale, etc ... hold a special meeting of retailers to discuss various opportunities

Further discussion will take place at the Committee level.

The following resolution was then presented:

**09-247 Vincent – May**

**WHEREAS** the 2<sup>nd</sup> Annual Downtown Ribfest was successful in attracting over 40,000 visitors to the downtown over the 3 day event;

**AND WHEREAS** the onsite operation of this event was aided by volunteers;

**BE IT THEREFORE RESOLVED THAT** the 2009 event surplus be allocated as follows:

- \$25,000 ...carryover as 'start up' for 2010
- 70% of balance ...Canadian Red Cross
- 30% of balance ... Palliative Care

**AND FURTHER THAT** the following two (2) Directors be appointed to sit on the Organizing Committee for 2010:

- Marsha Fabbro
- Victoria May

**CARRIED**

***Santa Claus Parade:***

An email had been previously circulated to all Directors requesting feedback/input re sponsorship of the Fireworks following the Parade (the Board has sponsored this activity over the past 2 years) – at a cost of \$5,000. As Director's response was non-conclusive, further discussion was held including other options for this year. The following resolution was then passed unanimously:

**09-248 Vincent – Browning**

**THAT** the Board of Directors support a donation of \$5,000 to the Steelworkers Children's Christmas Fund for 2009.

**CARRIED**

***Other:***

J. Gasparini recommended, as there is (and will continue to be) increased interest in various organizations/groups hosting their events in the downtown, that an '**Event Template**' be developed to assist those organizations.

***Safety/Security:***

***Downtown Ambassador Program:***

R. Wygant noted that, while he supports the idea of this program, he was not pleased with this season's 'Pilot Project', noting that the 'Ambassadors' need to be more productive and of more help to both members and visitors. Directors discussed both the strengths and the areas requiring development, including:

- Need to further develop the criteria, program objectives, job descriptions (to include items other than what was originally expected), training (in addition to the Police and Tourism areas) – with ongoing reviews, the 'Supervisor' to be a separate position – not one of the 'team'

Further discussion will be held at budget/program deliberations, with recommendations back to the Safety/Security Committee.

***Downtown Partnership:***

***Downtown Master Plan*** ... as per previous email discussion, the following resolution was presented to confirm the Board's direction:

**09-249 Fabbro – Vincent**

**WHEREAS** a major comprehensive strategy for Greater Downtown – *Big Ideas, Big Solutions and the Greater Downtown Master Plan* – will be held over the coming months, with completion expected in June 2010;

**BE IT THEREFORE RESOLVED THAT** the Board of Directors supports a sponsorship in the maximum amount of \$10,000, specific to the Bruce Mau Keynote Speaker and Workshop components ... which will “kick off” this project on November 10, 2009;

**AND FURTHER THAT** this budget allocation will come from the 2009 budget if possible, or the Special Projects Reserve Fund.

**CARRIED**

**R-5 OTHER**

**2010 Program/Budget:**

M. Luoma circulated a proposal that would assist the Board with their discussions/planning for both the program and budget 2010, utilizing the services of G. Labelle to facilitate a special 3 hour session. Following this session, it is expected that a clear direction for 2010 will be reached with which the Executive Director can prepare a draft working document (program & budget) for review and discussion at the Finance Committee ... with further recommendation, discussion and final approval at the Board level.

Following discussion, Directors supported this recommendation and the following was agreed upon:

- **Special session to be held Monday, October 26<sup>th</sup> ... 5 – 8 pm**
- Location to be determined
- G. Labelle to facilitate
- At a cost of \$375 ... plus lunch

**R-6 CORRESPONDENCE**

Previously circulated for information:

- City – proposed housing development at 50 Lisgar Street
- City – Community events partnership

**NEXT MEETING**

**Monday, November 2<sup>nd</sup> ... 5:30 p.m.\***

\*May require to be adjusted due to Special Planning Session, Budget, etc.

**ADJOURNMENT**

**09-250 Vincent – May**

**THAT** we do now adjourn. Time 6:55 p.m.

**CARRIED**

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Chair

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Executive Director