

20TH MEETING OF THE BOARD OF 'DOWNTOWN SUDBURY'

Thursday, April 4, 2013

Board Room, 7 Cedar St., Unit 102

A REGULAR MEETING OF THE BOARD HELD AT 4:30 P.M.

J. MACINTYRE IN THE CHAIR.

PRESENT

S. Vincent, P. Thurston (dep 5:55pm), J. Browning, A. Lenardich, B. McCullagh, N. Bertolo-McAloney (dep 5:45pm)

ALSO PRESENT

M. Luoma - Executive Director

Guests – J. Ferrigan, E. Savage

REGRETS

J. Chevrier, D. Brouse, F. Belli

PART ONE - CONSENT AGENDA

DECLARATIONS OF CONFLICT

None declared.

APPROVAL OF MINUTES

13-73 Thurston - McCullagh

THAT Items C-1 and C-2 contained in the Consent Agenda, as duplicated and circulated, be hereby accepted.

CARRIED

C-1 & C-2 Board of Directors

13-74 McCullagh - Thurston

THAT the minutes of the 19th Meeting (February 4, 2013) and the AGM (February 27, 2013), as duplicated and circulated, be hereby accepted.

CARRIED

J. MacIntyre welcomed Eleethea Savage, Economic Development Officer, Greater Sudbury Development Corporation (GSDC), noting that Ms Savage will attend the monthly Board meetings as a result of 'Partnership' discussions, in an effort to strengthen our communications as we move forward with various Downtown projects and programs

GUESTS

Jason Ferrigan (Senior Planner) was present to provide an update on the **Elgin Greenway** – specific to the Downtown Master Plan. Mr. Ferrigan noted that the Project Consultants had a successful visit in March during which time various stakeholder meetings were held, as well as a 'Design Open House' to invite public feedback and ideas of what might occur on the Greenway. The Project Consultants are now developing the conceptual drawings and will return in late May/early June for the next Public Open House, following which details will be finalized (including costing, etc.). It is expected that the 'shovel ready' drawings and details will be complete by September/early Fall, with implementation to follow as funding becomes available.

Eleethea Savage then provided an update on the **Farmers' Market** project, as per the recent presentation to City Council, noting that work to date has followed the recommendations as outlined by the Advisory Panel in 2012. The outdoor component is scheduled to open at the new CP Station site (Elgin St.) June 22nd, utilizing tents. It is anticipated that there will be some opportunities for an indoor component this season although there repairs to the building will be ongoing. It is expected that Phase 2 will be undertaken in 2014, including the completion of the indoor component, outdoor café, etc.

PART TWO - REGULAR AGENDA

R-1 CHAIR'S REPORT

J. MacIntyre noted that most project areas will be discussed/updated throughout the Agenda.

Executive Committee 2013 ... J. MacIntyre advised that the current Executive have indicated their interest/willingness to continue for 2013 and asked if there were any other Directors interested in an Executive position. There being none, the following resolution was presented:

13-75 Browning – McAloney

THAT the following be appointed to the Executive for the year 2013:

Vice-Chair	Shirley Vincent
Treasurer	JoAnne Chevrier
Director-at-Large	Phil Thurston

AND FURTHER THAT the above, in addition to the Executive Director and the Chair, constitute the Signing Officers of the Board.

CARRIED

Lion's Eye in the Sky Advisory Committee ... J. MacIntyre advised that while D. Brouse has been the Board's representative on this Committee (with the Executive Director), the meeting schedule is at such a time that makes attendance difficult. Therefore, Directors were invited to indicate interest in filling this position on behalf of the Board. The following resolution was then presented:

13-76 Thurston – McAloney

THAT Jan Browning be Downtown Sudbury's representative (in addition to the Executive Director) on the Lion's Eye in the Sky Advisory Committee for the balance of the term.

CARRIED

Board Meeting Schedule ... J. MacIntyre noted that the recent change of meeting day (from Monday to Thursday), has resulted in a conflict with at least one (1) Director. Further to discussion, Board Members agreed to return to the Monday Board meeting date effective the May meeting.

R-2 EXECUTIVE DIRECTOR'S REPORT

The Executive Director's Reports for February and March were previously circulated and questions/discussion invited. The following resolution was then presented:

13-77 Thurston – Browning

THAT the Executive Director's Reports, dated February and March 2013, as duplicated and circulated, be hereby accepted.

CARRIED

R-3 TREASURER'S REPORT

TABLED

R-4 PROGRAM/PROJECT UPDATES

Information was previously circulated, with further discussion/update as follows:

Downtown Partnership Review

Copies of the DRAFT Report, as prepared by Janette MacDonald (London Mainstreet), were previously circulated. Following discussion, Directors agreed to support in principle Option 1 (London template) and directed the work group to report back to the Board with the specifics (ie funding, organizational structure and implications, roles/responsibilities, etc.).

Marketing Strategy/Customer Survey

Copies of the Customer Survey recently undertaken by Oraclepoll (to assist with the development of a Marketing Strategy) were previously circulated. J. MacIntyre recommended the Board consider undertaking the 'branding development' (as previously discussed) in conjunction with the Downtown Partnership Review, noting that a renewed branding for downtown is required (whatever the Review outcome) and this would ultimately move things along ... when the Review is complete, the Branding would also be done.

Further to discussion, Directors supported the recommendation to proceed with the Branding exercise and that the first step be to approach the Bureau Group to submit a project outline (including costs).

Street Lighting program

The Executive Director reminded Directors that this is a partnership program with the City. While funding through the Federal Infrastructure Program was denied, the City has budget allocated for this program, pending matching funds from the BIA – which would allow for a total project (at this time) of \$466,667. Directors were advised that, following the completion of the 2012 Audit, a review of allocation of any surplus funds to the Special Projects Reserve will be done and a recommendation made to the Board. This will keep in mind the potential of future commitments such as the continuation of the street lighting program, streetscape elements, Master Plan project (ie Elgin Greenway), etc.

Elm St. Project

The Chair advised that the continuation of this project has received approval from the Operations Committee and that it will now go through City Council. The recommendation is for a two year continuation (review after one year), afternoon rush hour time reduced to 3:30 p.m. (from the Pilot Project 4pm). The next step will then be to prepare an 'Implementation Plan'.

R-5 OTHER

OBIAA Conference

The Board will have eight in attendance (April 14-17) including: J. MacIntyre, S. Vincent, J. Browning, A. Lenardich, D. Brouse, N. McAloney, M. Luoma, B. Kuczma ... thereby having the ability to cover all applicable sessions.

Casino

E. Savage updated Directors on the current status of this project, timeline, etc. M. Luoma advised that an email has been sent to OBIAA Members requesting any feedback (specific to those BIAs with Casinos) ie impact on downtown property values; impact on downtown policing/safety; economic impact to downtown businesses

NEXT MEETING

- **MONDAY, MAY 6TH ... 4:30 P.M. ...**

ADJOURNMENT

There being no further matters to discuss at this time, this meeting adjourned at 6:30 p.m.

Chair

Executive Director