

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

Wednesday, December 9, 2015

LAL Board Room

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

J. MACINTYRE IN THE CHAIR.

PRESENT

B. McCullagh, S. Vincent, A. Gilmore (dep 5:30pm), J. Browning, F. Cormier, D. McIntosh (arr 4:30 pm)

REGRETS

D. Brouse, R. Gregorini, K. MacIsaac, A. Vardy

ALSO PRESENT

M. Luoma	Executive Director
E. Landry	Senior Planner, City of Greater Sudbury
Up Fest	C. Pelletier, J. McKerral, J. Cormier

PART ONE – CONSENT AGENDA

DECLARATIONS OF CONFLICT

None declared.

APPROVAL OF MINUTES

15-40 Vincent - McCullagh

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

CARRIED

C-1 BOARD OF DIRECTORS

15-41 Vincent - McCullagh

THAT the Board minutes of the 7th Meeting (November 5, 2015), as duplicated and circulated, be hereby accepted.

CARRIED

PART TWO – REGULAR AGENDA

R-1 EXECUTIVE DIRECTOR'S REPORT

Report previously circulated. Questions were invited and the following resolution was then presented:

15-42 Vincent – McCullagh

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

CARRIED

R-2 CHAIR'S REPORT

Airpump/fixit stations

Directors were advised of this initiative through the Sustainable Mobility Panel. Following discussion, Directors supported including a budget line item of \$4,000 in the 2016 budget, including:

- *opportunity to brand on the units
- *potential to 'partner' with members

Tourist Designation

It was noted that this was raised through the Member Session, as well as through the Board's Strategic Plan discussions and that such designation may provide additional funding opportunities and other benefits. Following discussion, Directors supported investigating this further ... process, requirements, pros and cons, etc.

R-3 UPDATES

Up Fest

C. Pelletier, J. McKerral, and J. Cormier presented an overview of this year's Up Fest, including a brief video, some stats (attendance, activities, survey results, etc.) as well as initial thoughts on the 2nd Annual Up Fest in 2017.

Motion to 'Proceed Past'

15-44 Browning – Cormier

THAT we proceed past 5:30 p.m.

CARRIED

Mixed Use Project

Draft Letter of Support was previously circulated. Further to discussion, the following resolution was presented:

15-43 Vincent – McCullagh

WHEREAS the Downtown Master Plan, the City's new Strategic Plan, and the 'Downtown Sudbury' BIA Strategic Plan all support not only the importance of the core to the community but the continued development of the area as an integral component to the economic strength of the City of Greater Sudbury;

AND WHEREAS the need for parking (long and short term), together with quality and convenient office and retail space continues to be a challenge;

BE IT THEREFORE RESOLVED THAT the Board of Directors of 'Downtown Sudbury' BIA supports, in principle, the proposed mixed-use development project as presented by the DVDC.

CARRIED

The Chair advised that he will follow-up with the Chair of DVDC to offer the Board's assistance in any preparatory work if required and report back to Directors prior to any commitment made.

Large Projects Information Session

Directors briefly discussed the presentations that were made, the majority of which were specific to downtown initiatives. It was also noted that the next step is that GSDC Staff will review the information received, economic impacts, etc. and are expected to report back to Council in March/April. Directors agreed to defer further discussion until this information is available at which time a decision on 'next steps' can be made.

R-4 STRATEGIC PLAN

Copies of the Strategic Plan, incorporating Members' feedback (as per the November session), was previously circulated to the Board.

The Chair noted that it is important that the Board prioritize some 'action' items and presented a number (as a direct result of the Board's Strategic Plan discussions and the Member Session) ... see attached outlined of recommendations and approved Board direction/action.

Motion to 'Proceed Past'

15-45 Vincent – Browning

THAT we proceed past 6:00 p.m.

CARRIED

R-5 2016 BUDGET

Following some discussion, the following initial direction was agreed upon:

- *cost-of-living increase
- *look at reducing the Marketing budget and increasing project specific budgets, including member incentive programs with other partners
- *quarterly sessions with Members (specifically Retailers) to discuss in advance upcoming events and how they might participate, market, etc.

The Treasurer and ED will prepare a draft for discussion at the January Board meeting.

R-5 OTHER/NEW BUSINESS

Boxing Day

Directors were advised of results of a recent Member 'Quick Survey' specific to Holiday Hours, noting that the majority of retailers will be closed on Saturday (Dec. 26) and Sunday (Dec. 27), opening Monday (Dec. 28). Following discussion, it was agreed that marketing be undertaken to promote this (print, store signage, social media, etc.).

Tom Davies Square repairs/upgrade

E. Landry advised that the Public Consultation process for this project will begin January 11, 2016.

NEXT MEETING

REGULAR ...THURSDAY, JANUARY 7TH ... 4PM

ADJOURNMENT

15-46 Vincent

THAT we do now adjourn. Time: 6:30 pm

CARRIED

Chair _____

Executive Director _____