

9TH MEETING OF THE BOARD OF DIRECTORS OF 'DOWNTOWN SUDBURY'

Monday, February 13, 2012

7 Cedar St., Unit 102

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

S. VINCENT IN THE CHAIR.

PRESENT

J. Browning, N. BertoloMcAloney, D. Gainer, A. Lenardich, D. Brouse, P. Thurston

REGRETS

J. MacIntyre, F. Belli, J. Chevrier

ALSO PRESENT

M. Luoma – Executive Director

P. Seccaspina – Oraclepoll Research

CONSENT AGENDA

APPROVAL OF MINUTES

12-01 Browning – Brouse

THAT Items C-1 – C-3, contained in the Consent Agenda, as duplicated and circulated, be hereby accepted.

CARRIED

C-1 Board of Directors

12-02 Brouse – Browning

THAT the minutes of the 8th Meeting of the Board (December 5, 2011), as duplicated and circulated, be hereby accepted.

CARRIED

C-2 Downtown Streetscape

12-03 Thurston – Lenardich

THAT the minutes of the Downtown Streetscape meeting dated December 7, 2011, as duplicated and circulated, be hereby accepted.

CARRIED

C-3 Marketing/Special Events

12-04 Thurston – Lendardich

THAT the minutes of the Marketing/Special Events meeting dated February 8, 2012, as duplicated and circulated, be hereby accepted.

CARRIED

SPECIAL GUEST

Paul Seccaspina, Oraclepoll Research, was present to provide an overview of the results of the **Member Survey** undertaken in January, further to Board direction. Copies of the Survey were previously circulated to all Directors.

Highlights:

- Survey questions were 'visionary' in scope and resulted in positive Member feedback re Board's activities
- Concern that callers should have identified themselves and the purpose of the call – may have resulted in higher participation
- Request an 'Executive Summary' that can be distributed at the AGM, as well as to Mayor and Council, key City Staff
- Parking continues to be a high level concern

REGULAR AGENDA

R-1 CHAIR'S REPORT

In the absence of the Chair, Directors were advised that a presentation was made to St. Andrew's Place, with over 30 in attendance. P. Thurston noted that the presentation was very well received, with many positive comments.

EXECUTIVE COMMITTEE

Directors were reminded that while the position of 'Chair' is for the full term of the Board, the remaining Executive Committee members MAY change annually. Further to discussion, the following resolution was then passed:

12-05 Gainer – Browning

THAT the following be appointed as the **Executive** for the year 2012:

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

R-2 EXECUTIVE DIRECTOR'S REPORT

Report covering activities over the month of January was previously circulated. Questions were invited and the following resolution was then presented:

12-06 Browning – Brouse

THAT the Executive Director's Report, dated January, as duplicated and circulated, be hereby accepted.

CARRIED

R-3 PROGRAM/PROJECT UPDATES

(Update previously circulated)

School of Architecture

- Founding Director recently appointed – Dr. Terrance Galvin – who will be a Speaker at the upcoming AGM
- J. MacIntyre and the Executive Director recently attended a 'Design Charette' for this project
- Letter of Support was submitted re nomination of Blaine Nichols for a Chamber 'Business Excellence Award' in the category of economic development – specific to this project

Downtown Master Plan

- 'Speak Up Sudbury' Public Event was recently held at St. Andrew's Place – with a presentation of the Draft Plan by the Consultants
- J. Ferrigan will make a presentation at the upcoming AGM
- The 'Draft' will be presented to Council in March

Market Square Renewal Panel

- 3 meetings of this panel have been held to date ... with either J. MacIntyre or J. Browning attending on behalf of the Board
- The Panel will meet weekly until the end of March, following which a report and recommendations will be made to Council re location, vision, format, etc.

Marketing/Special Events

HNIC 'Play On' ... as per the Board's support and direction, this event has been confirmed and will be held on June 30th and July 1st. Updates will be provided as details are developed.

Marketing Firm RFP ... an update was provided further to discussions by the Marketing/Special Events Work Group:

*4 submissions were received – now 'short-listed' to 2 ... with further meetings/discussions required

*key areas of 'need' include: Website development; Social Media; Media (guidance on media buy) ... with the objective of those areas working together in an integrated marketing package/program

Further to a lengthy discussion, the following resolution was presented:

12-07 Browning – Thurston

THAT the Board approves a maximum expenditure of \$20,000 for 2012 to retain a Marketing Firm to assist with:

*Website development and training

*Social media

*Guidance related to media use

CARRIED

PROCEED PAST 6:00 P.M.

12-08 Gainer – Browning

THAT we proceed past 6:00 p.m.

CARRIED

R-4 2012 PROGRAM/BUDGET

Copies of the proposed 2012 Budget/Program were previously circulated ... based on Board discussion and direction at the November Planning Session.

Discussion highlights:

*increase in budget due to addition of the Member Recycling Program; new Events (ie HNIC); Marketing project (ie website redevelopment)

*it was noted that the 2011 Audit will NOT be available for the AGM as the Auditors will not begin until March 19th ... however, an 'unaudited' summary will be prepared as part of the package

*it was agreed that the 2012 budget will be achieved through a 2.5% levy increase, with the balance carried over from the 2011 surplus

*the balance of 2011 surplus will be applied to the Special Project Reserve Fund to continue Streetscape implementation, as well as in preparation for those projects emanating from the Downtown Master Plan

Further to a lengthy discussion, the following resolution was presented:

12-09 Thurston – Browning

THAT the Board of 'Downtown Sudbury' approves, in principle, a 2012 Operating Budget of \$461,225;

AND FURTHER THAT the 2012 Levy request be \$440,000 – representing a 2.5% increase;

AND FURTHER THAT this reflects the program and activities of the Board including Marketing; Special Events; Development/Design;

AND FURTHER THAT the 2012 Program and Budget details will be presented to the General Membership at the Annual General Meeting, to be held February 22, 2012.

CARRIED

Annual General Meeting:

(Information previously circulated)

*Wednesday, February 22, 2012 ... Wacky Wings ... 5:00pm – 7:30pm

*unfortunately, Mayor Matichuck has had a conflict arise and is unable to be a Speaker

*Dr. Terrance Galvin (Laurentian School of Architecture) and Jason Ferrigan (Downtown Master Plan) will be Guest Speakers

*a 2nd Notice is being circulated to members this week ... as well as a mass email ... to be followed up with phone calls

*Directors were asked to encourage members to attend

*City Councillors, as well as key City Staff and other BIA 'partners' will also be invited

R-5 OTHER

OBIAA Conference – Thunder Bay

*Board approval was received for J. MacIntyre and N. BertoloMcAloney to attend (in addition to B. Kuczma and M. Luoma)

*presentation to be made to the Board following the Conference

Rock of Fame Advisory Panel

The Executive Director advised of the establishment of a 'Rock of Fame' Advisory panel ... to provide City Council with recommendations on how to honour Greater Sudbury's Ambassadors and Champions. 'Downtown Sudbury' has been invited to participate.

Following some discussion ... **Anna Lenardich** offered to participate as the Board's representative.

Board Meetings/Discussion

N. BertoloMcAloney raised a concern (as a new Board Member) that with such full Board meetings, time is now available to ask questions, discuss new ideas, etc.

As a result, Directors discussed the idea of an annual 'Board Retreat' (as previously discussed) to allow 'planning' discussion to take place ... noting that it would be critical that all Directors be in attendance.

It was also suggested that a 'Board discussion' be built in to monthly meetings.

NEXT MEETING

- **AGM** ... Wednesday, February 22, 2012 ... Wacky Wing's ... 5pm – 7:30pm
- **Regular Board Meeting** ... Monday, March 5th ... 4:30pm

ADJOURNMENT

12-10 Bertolo-McAloney

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

CARRIED

Chair

Executive Director