

# **26<sup>TH</sup> MEETING OF THE BOARD OF DIRECTORS OF ‘DOWNTOWN SUDBURY’**

---

**Wednesday, January 15, 2014**

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

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

### **J. MACINTYRE IN THE CHAIR.**

#### **\*NOTE:**

As there was no quorum for the scheduled start time of 4pm, the meeting began with a ‘Committee of the Whole’ discussion as per the Marketing Committee, with the formal portion of the meeting beginning at 4:30 when quorum was reached.

#### **PRESENT**

J. Chevrier, F. Belli, N. Bertolo McAloney, B. McCullagh, P. Thurston, A. Lenardich

#### **ALSO PRESENT**

F. Chartrand	BUREAU – Branding Project
E. Savage	City of Greater Sudbury Liaison
M. Luoma	Executive Director

#### **REGRETS**

D. Brouse, J. Browning, S. Vincent

#### **MARKETING**

F. Chartrand, BUREAU, was present to provide an update on the ‘Rebranding Project’, specifically an overview of the results of the on-line survey conducted over the fall. The results of this survey, together with discussion/direction from the Board will now be used to develop the visual brand.

Directors agreed that that Annual General Meeting would be the time to launch the new brand and, subsequently, approved holding a special meeting – Wednesday, January 29<sup>th</sup>, 4 pm – specifically for a presentation on the concepts.

## **PART ONE – CONSENT AGENDA**

---

#### **DECLARATIONS OF CONFLICT**

None declared.

#### **APPROVAL OF MINUTES**

##### **14-108 McAloney – Chevrier**

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

**CARRIED**

##### **C-1 BOARD OF DIRECTORS**

###### **14-109 Chevrier – Belli**

**THAT** the Board minutes of the 24<sup>th</sup> Meeting (November 18, 2013) as duplicated and circulated, be hereby accepted..

**CARRIED**

## **PART TWO – REGULAR AGENDA**

---

#### **R-1 EXECUTIVE DIRECTOR’S REPORT**

##### **14-110 Chevrier – McAloney**

**THAT** the Executive Director’s Report (November/December 2013), as duplicated and circulated, be hereby accepted.

**CARRIED**

## **R-2 CHAIR'S REPORT**

J. MacIntyre reported on various discussions, media interviews, etc. related to the recent announcement of the **retirement of three (3) longstanding BIA members**, together with the strategy for staff to issue 'good news' announcements/stories (both on facebook and through media release. Directors acknowledge the positive approach that the Chair took with his responses.

**'Bon voyage/Happy Retirement'** ... Directors agreed to hold a 'drop in' 'Happy Retirement' for the three members ... at Bertolo' ... over the next few weeks ... after work hours.

The Chair (and Director McCullagh) also provided an update on a meeting held with City staff to discuss the issues/challenges currently facing the **downtown street lights** as well as planter power feeding the street trees. This has been an ongoing challenge, causing difficulty with the lighting of Christmas decorations (on light standards) and the lighting of the trees ... both an integral component of the Christmas Season – and – a program that also a strong component of both the Streetscape Program and the Downtown Master Plan. While, unfortunately, Hydro representatives were not in attendance, a positive discussion was held with issues and follow-up action identified. The group will meet again in a month ... with the intent that any repairs/modifications, etc. will be determined/undertaken prior to ordering this year's new street lights and prior to the Christmas season.

## **R-3 2014 BUDGET/PROGRAM**

Copies previously circulated.

J. Chevrier provided an overview of highlights, including:

\*recommendation of a 1.1% (as per the Board's earlier direction) increase to be applied to the 2013 Levy

\*balance of any 2013 Operating Surplus (to be confirmed upon completion of the Audit) will be applied to cover the balance of the 2014 Budget ... with the balance of any surplus to be applied to the Special Project Reserve

Further to discussion, the following resolution was presented:

### **14-111 McAloney – Chevrier**

**THAT** the Board of 'Downtown Sudbury' approves, in principle, a 2014 Operating Budget of \$492,750;

**AND FURTHER THAT** the 2014 Levy request be \$457,288 – representing a 1.1% increase over the 2013 Levy;

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

**AND FURTHER THAT** the 2014 Program and Budget details will be presented to the General Membership at the Annual General Meeting, to be held February 26, 2014.

**CARRIED**

**J. Chevrier then asked for an 'In Camera' portion to discuss staffing matters. M. Luoma was excused from this discussion.**

### ***Matters arising out of 'In Camera'***

J. Chevrier reported on the following resolution:

### **14-112 Chevrier – Belli**

**THAT** the Board approves a 2% salary increase for 2014 for the Executive Director (M. Luoma) and the Program Co-ordinator (B. Kuczma).

**CARRIED**

## **R-4 ANNUAL GENERAL MEETING**

Outline/plan previously circulated ... to be held Wednesday, February 26<sup>th</sup> ... location to be confirmed.

J. MacIntyre noted that the focus will be on the new 'brand' ... with a number of 'updates'. More information will be available as finalized.

**R-5 DOWNTOWN MARKETING – ‘REBRANDING PROJECT’**

This matter was moved up to the beginning of the meeting.

**R-6 OTHER**

**\*Downtown Partnership** ... The Chair noted that we are awaiting a response from the DVDC further to the Board discussion and resolution of November 2013.

**\*Board Election** ... The Chair noted that this is election year for this Board (following the Municipal Election in October) and requested that Directors think about their intentions so that the Board can review opportunities.

**\*2014 Meeting Schedule ... 1<sup>st</sup> Wednesday – 4 p.m.**

**\*Peddler’s Pub – Outdoor Patio Proposal ‘Pilot Project’** ... The Chair and Executive Director provided an update on this project ... to utilize the full sidewalk in front of the Pub for a seasonal outdoor patio (as per the Barrie example). As this requires a by-law amendment, a presentation will be made to the Operations Committee of Council, with the goal that this be in place for this season. Directors fully supported the concept noting that it falls within both the Streetscape Project and the Downtown Master Plan and supported the E.D. in the role of facilitator to assist moving this project further.

Directors also reminded that, as this is a ‘Pilot Project’ that if successful may result in other members participating, it is important that all areas be addressed as best as possible – ie liability, design and design requirements, etc. ... as this will form the base for future applications. It was further noted that ‘best practices’ will be reviewed from other examples (ie Barrie, Northern Ontario communities, etc.)

**NEXT MEETING(S)**

- **Special Board/Marketing re Branding**                      **Wednesday, January 29<sup>th</sup> ... 4:00 p.m.**
- **Regular Board Meeting**                                      **Wednesday, February 5<sup>th</sup> ... 4:00 p.m.**
- **Annual General Meeting**                                      **Wednesday, February 26<sup>th</sup> ... 5:00 p.m.**

**ADJOURNMENT**

**14-113 McAloney**

**THAT** we do now adjourn. Time: 5:30 p.m.

**CARRIED**

---

Chair

---

Executive Director