

31st MEETING OF THE BOARD OF DIRECTORS OF 'DOWNTOWN SUDBURY'

Monday, June 2, 2014

Board Room, 7 Cedar St., Unit 102

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

J. MACINTYRE IN THE CHAIR.

PRESENT

P.Thurston, D. Brouse, A. Lenardich, N. Bertolo-McAloney, J. Browning, S. Vincent, B. McCullagh, J. Chevrier

ALSO PRESENT

M. Luoma Executive Director

PART ONE – CONSENT AGENDA

DECLARATIONS OF CONFLICT

None declared.

APPROVAL OF MINUTES

14-147 Chevrier - Bertolo

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

CARRIED

C-1 BOARD OF DIRECTORS

14-148 Browning – Thurston

THAT the Board minutes of the 30th Meeting (May 7, 2014), as duplicated and circulated be hereby accepted.

CARRIED

PART TWO – REGULAR AGENDA

R-1 EXECUTIVE DIRECTOR'S REPORT

14-149 Vincent – Chevrier

THAT the Executive Director's Report (May 2014), as duplicated and circulated, be hereby accepted.

CARRIED

R-2 CHAIR'S REPORT

J. MacIntyre provided the following overview/updates:

Yard Sale ... The 'Downtown Sudbury' Team was congratulated on a very successful Yard Sale (May 31st). Very positive feedback has been received by both members and the public. A number of other events (Gardening Festival and Bike Exchange) resulted in a very busy downtown.

Social Media Workshop ... This was held May 26th at The Motley Kitchen, with 17 members in attendance. Thanks were extended to the J. MacIntyre as the facilitator of the session. It was noted that a 'follow-up' session has been scheduled for June 19th ... 'Speed Dating' ... to further the discussion on 'how to match up' with another business and build your clientele.

Market Banners ... Graphics of the new Market Banners were circulated. The Market has incorporated the new branding of 'Downtown Sudbury' into this program

Councillor Candidate Chats ... These continue and have received positive feedback to date. This program will continue with the hopes of meeting with all candidates prior to election. ...2

Other ... Directors were advised that a meeting has been scheduled with D. Nadorozny, the Chair and the ED to discuss various issues, concerns, projects, etc.

R-3 MARKETING/SOCIAL MEDIA

Facebook ... J. MacIntyre had previously circulated some facebook 'stats' to Directors, specific to results of a post/question related to downtown patios. He further noted that this type of posting (engaging/inviting response) will continue. It was further noted that our Facebook stats continue to increase.

Radio Campaign ... Directors were advised that, further to last Board meeting, the sub-committee reviewed this area and agreed to work with Newcap Radio (Hot & Rewind) as the main radio for this year (note – this is not exclusive and other stations will be used during special events), largely due to the social media component included in their presentation. A meeting has since been held with station representatives and program details (specific to social media) are being finalized.

Work Goup ... D. Brouse advised that this group has met on two occasions and they are developing various campaigns that will bring a focus to what is available downtown, specific groupings (ie patios, entertainment, etc.) primarily through the use of social media.

R-4 UPDATES

Outdoor Patio Program:

J. MacIntyre noted the many positive comments that have been received from the public, members, through facebook, etc., to the extended sidewalk patio 'pilot project', also noting that this is one project that has generated the most positive media coverage in some time. He also noted that a neighbouring business to the 'Pilot Project' has indicated that their clients feel safer now when they leave in the evening. It was also noted that there has been interested expressed from other members to do the same (extended sidewalk patio) this season.

Copy of email received from R. Gregorini (Respect Is Burning Supperclub), in support of this program and encouraging the Board to remove the 'Pilot' and encourage additional such patios this season, was circulated.

It was also noted that, while the majority of feedback has been very positive, there are still **concerns over the loss of parking spaces**. As well, there have been increased **concerns/complaints specific to the parking enforcement** – both the level of and the attitude with which the enforcement is done. Directors agreed that, while there is a need for more parking and that it is a valid and serious concern, other positive projects that create 'destinations' must continue to move forward. The parking concerns, specific to the need of additional spaces, will take time to develop and other projects cannot be put on hold.

However, there are some short-term/immediate programs that could be implemented (until such time as additional parking is available) that would address at least some of the parking concerns ... (this is one of the issues that will be raised during the meeting with D. Nadorozny) ...

- Signage at municipal parking lots
- Free/substantially reduced parking at the Energy Court Parking lot for downtown employees (should be in place for the summer)
- 'shuttle van/bus' from Energy Crt lot to downtown to service employee parking ... ie 7:30am – 9:30am and 5:00pm – 7:00 pm

Further to a lengthy discussion, the following resolution was then passed:

14-150 McCullagh – Thurston

WHEREAS the extended sidewalk patio ‘Pilot Project’ has been very successful to date, generating very positive feedback from the public, businesses and media;

AND WHEREAS this feedback has strongly expressed the need for more of this type of patio, including from a number of Downtown Sudbury BIA members;

BE IT THEREFORE RESOLVED THAT Staff be directed to move forward to eliminate the ‘Pilot’ designation and to make the extended patio program permanent for this season;

AND FURTHER THAT this be done in conjunction with a resolution to aggressively seek better parking solutions in the downtown.

CARRIED

Downtown Indie Cinema

Members were advised that, while the Downtown Indie Cinema project will not be occurring at the Rainbow Centre, the group continues to move forward in their search for a downtown location. At this time, the group will continue to host screenings at various location throughout the downtown.

R-5 OTHER

State of the City Luncheon

Thursday, June 19th ... 12noon – 2pm ... Radisson Hotel

The following Directors indicated interest in attending: B. McCullagh – P. Thurston – J. Browning – S. Vincent – J. MacIntyre – M. Luoma.

IDA Conference

September 3rd – 6th ... Ottawa

Further to discussion, the following resolution was presented:

14-151 Chevrier – Brouse

THAT the Board approves a total of seven (7) to attend the IDA (International Downtown Association) Conference, September 3rd – 6th in Ottawa.

CARRIED

Details will be circulated when they become available

Media Conference

A media conference will be held June 6th to ‘open’ the extended sidewalk patio at Peddlers Pub, B. McCullagh agreed to say a few words on behalf of the BIA.

Downtown T-Shirts

Directors agreed to the following:

*Suggested Retail Price = \$25

*Member Price = \$15

NEXT MEETING ... MONDAY, SEPTEMBER 8TH ... 4PM

ADJOURNMENT

14-152 Vincent

THAT we do now adjourn. Time: 5:15 p.m.

CARRIED

Chair

Executive Director