

30TH MEETING OF THE BOARD OF DIRECTORS OF 'DOWNTOWN SUDBURY'

Wednesday, May 7, 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

ALSO PRESENT

M. Luoma Executive Director
R. Gregorini Respect Is Burning Supperclub

REGRETS

S. Vincent, B. McCullagh, J. Chevrier

PART ONE – CONSENT AGENDA

DECLARATIONS OF CONFLICT

None declared.

APPROVAL OF MINUTES

14-141 Brouse – Bertolo

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

CARRIED

C-1 BOARD OF DIRECTORS

Clarification was noted of Board discussion at past meetings specific to the downtown Sudbury Community Arena. This was directly related to discussions including Councillor Belli and his strong passion and commitment that this facility remain in the core. Directors reaffirmed their intent to continue working on this project and emphasizing the importance of its location in the downtown – as outlined in the Downtown Master Plan.

14-142 Thurston – Browning

THAT the Board minutes of the 29th Meeting (April 2, 2014), as duplicated and circulated, be hereby accepted.

CARRIED

PART TWO – REGULAR AGENDA

R-1 EXECUTIVE DIRECTOR'S REPORT

M. Luoma provided an overview of highlights outlined in the Executive Director's Report, including:

- Branding Project
- Events
- Outdoor Patio Project
- Streetlighting – 2014 Implementation Program
 - *Cost estimates have been received for this year's program, as per the working budget from the City and 'Downtown Sudbury'. It is recommended that **Cedar St.** be completed – and – **begin Elgin St. (Elm – Ste. Anne's Road)**, marking the beginning of the Elgin Greenway. Directors agreed with this recommendation. It is expected that this project will get underway mid/end summer.
 - *Members were also advised of recent meeting with a key Event Sponsor who wishes to increase their 'community involvement' with 'Downtown Sudbury' and, subsequently, discussions are underway for their assistance with the tree lighting program (specifically the installation of lights)

Members were also updated on discussions at the recent '**Lions Eye in the Sky**' **Advisory Committee** meeting, specific to the ongoing operations and the various Partners in the Program and their roles, ie BIA and Lions Club have historically participated in the purchase of new cameras, while the Police Services covers the ongoing operations (maintenance, repairs). J. Browning (Board representative on this Committee) also noted that , as this program has been in place since 1996, it is now at a point where cameras are requiring replacement and core funding for equipment purchase is a concern. Further to discussion, the following resolution was then passed:

14-143 Browning – Bertolo

WHEREAS the 'Downtown Sudbury' BIA was a key partner in the establishment of the 'Lions Eye in the Sky' Program in 1996;

AND WHEREAS this program continues to be a partnership with the Lions Club of Sudbury, the Greater Sudbury Police Service and 'Downtown Sudbury' BIA;

BE IT THEREFORE RESOLVED THAT the Board recommends an annual contribution to the Lion's Eye in the Sky program of \$2,000.

CARRIED

There being no further discussion on the Executive Director's Report, the following resolution was passed:

14-144 Brouse - Bertolo

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

CARRIED

R-2 CHAIR'S REPORT

J. MacIntyre provided the following overview/updates:

Moment of Silence ... in respect for and honour of Fabio Belli. The Board will truly miss his contribution, advice and support.

Sudbury Arena ...

As discussed earlier, Directors reiterated the importance of this project and its continued presence in the downtown. The following resolution was presented:

14-145 Thurston – Bertolo

WHEREAS the Sudbury Community Arena has been an integral part of the downtown and destination for numerous events from sporting to concerts to exhibitions;

AND WHEREAS one of the directives identified in the Downtown Master Plan is 'Activity and Growth', with the objective to create a Downtown that is a destination for the city and the region, including the creation of Destination Attractions;

AND WHEREAS improvements to the Sudbury Arena are indicated in the Action Strategy of the Downtown Master Plan;

BE IT THEREFORE RESOLVED THAT the Board of Directors of 'Downtown Sudbury' BIA strongly supports the need for the continued presence of a Sudbury Arena in the downtown core.

CARRIED

OBIAA Conference ...

It was noted that each attendee (Board and Staff) came back from the recent OBIAA Conference, Hamilton with some very doable 'takeaways', ie:

**Oakville* ... have a Memorandum of Understanding (MOU) that is used for agreements with key partner projects (ie streetscape, streelighting, etc.) in an effort to clearly outline roles and responsibilities

**Kitchener Streetscape project ...* The City's Planner (Landscape Planner) spoke of their experience, hurdles and challenges, and how they overcame those to achieve the aesthetic and pedestrian ambiance they wanted. It was noted that it would be advantageous to bring this speaker to Sudbury to speak with the Board, City, etc. as we are moving forward with various streetscape projects.

Social Media ...* As various ideas were collected at the Conference, together with ideas that have already been discussed, it was agreed that a **Social Media Work Group be established to focus on some goals and objectives and to develop a work plan, with Staff, to assist in the direction of this new program area. The Work Group will be chaired by D. Brouse and include J. MacIntyre, R. Gregorini, M. Leblanc. Further report at next meeting.

**Councillor Candidate Chats ...* These continue and have met with positive response/feedback. It is the intent to meet with all new Candidates.

R-3 DOWNTOWN ECONOMIC DEVELOPMENT COMMITTEE

J. MacIntyre reported on behalf of B. McCullagh (Committee Chair) that as Councillor Belli had indicated he would be the GSDC Board representative on this Committee, I. Wood will bring this back to the Executive Committee of the GSDC and, if there is support, it will then go to the Board's June meeting (following the AGM) to request a volunteer to participate.

Directors again re-iterated the importance of have a GSDC Board Member participate in this Committee.

R-4 DOWNTOWN PARKING

The Chair reported on recent meetings with the DVDC and the City specific to a proposed concept for a mixed use parking facility that would include participation from both the private sector and the City – details still being developed. In tandem with this discussion, the City is also pursuing short-term actions including: signage, transit rate for 'downtowners', reduced rate for 'downtowners' for monthly parking at the Energy Court site. These programs are with the intent of to educate on parking locations/alternatives – as well as an attempt to move long term employee parking from the inner city lots to the periphery thereby 'freeing' up spaces for customers.

R-5 DOWNTOWN MARKETING – 'REBRANDING' PROJECT

The Executive Director provided an update, as per discussion/direction at the April Board meeting (handout circulated). Directors were reminded that a resolution will be required to expense the costs of the street banners, website development and kiosk from the Special Project Reserve (as previously discussed – as they are one-time projects for the 'rebranding' program). This will be presented to the Board once all costs are completed.

It was noted that proposals have been received from both radio stations (Newcap and Rogers). It was then recommended that the *Social Media Work Group* review these proposals and how they fit in to the goals of the Board, with further discussion with the media if required. Report back to the Board at the next meeting.

R-6 UPDATES

Outdoor Patio Program

**'Pilot Project'* for full sidewalk patio, Peddlers Pub, is nearing completion. It was noted that there has already been interest expressed from other members (Towne House Tavern).

**The 'regular' program* is also well underway with a number of patios currently having been approved and being installed.

Social Media Workshop

**Scheduled for Monday, May 26th 8am – 9:30am ... The Motley Kitchen (tbc).* J. MacIntyre outlined the format for the session.

Other

Brief discussion was held on a variety of issues, including:

***Parking Enforcement By-Law** Need to follow-up on request to amend - to change the enforcement hours back to what was in operation for years. There are also ongoing concerns that the parking enforcement has been exceptionally aggressive lately (numerous customer complaints).

***Sidewalk cleaning ...** There is a need for members to take an active role in maintaining the sidewalk in front of their business ('Attractor Factor'). While there is a by-law that outlines property owner responsibility during the winter season, consideration should be given to extending that for the full year.

***Planter fencing at the Royal Bank (Durham St.) ...** This has been a longstanding concern as it is often the center for panhandling. Last fall a proposal had been received/discussed to install a decorative fencing to discourage sitting. The Executive Director to re-activate this project with the goal of implementation in early summer.

NEXT MEETING ... MONDAY, JUNE 2ND ... 4PM

ADJOURNMENT

14-146 Thurston – Browning

THAT we do now adjourn. Time: 6:00 p.m.

CARRIED

Chair

Executive Director