

23rd MEETING OF THE BOARD OF 'DOWNTOWN SUDBURY'

Monday, September 16, 2013

Board Room, 7 Cedar St., Unit 102

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

J. MACINTYRE IN THE CHAIR.

PRESENT

S. Vincent, J. Chevrier, P. Thurston, J. Browning, D. Brouse, A. Lenardich, B. McCullagh (LA: 5:30), F. Belli

ALSO PRESENT

M. Luoma ... Executive Director

E. Savage ... GSDC Liaison

REGRETS

N. Bertolo

PART ONE – CONSENT AGENDA

DECLARATIONS OF CONFLICT

None declared.

APPROVAL OF MINUTES

13-87 Chevrier – Browning

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

CARRIED

C-1 BOARD OF DIRECTORS

13-88 Chevrier – Belli

THAT the Board minutes of the 22nd Meeting (May 27, 2013), as duplicated and circulated, be hereby accepted.

CARRIED

PART TWO – REGULAR AGENDA

R-1 EXECUTIVE DIRECTOR'S REPORT

Previously circulated.

13-89 Chevrier – Belli

THAT the Executive Director's Report (June – August, 2013), as duplicated and circulated, be hereby accepted.

CARRIED

The following items were then discussed:

Office copier ... This was discussed, direction received and action completed earlier in the summer. The following resolution supports that discussion and direction received via email:

13-90 Chevrier – Browning

WHEREAS the office photocopier lease expired and a review of lease vs purchase was undertaken;

BE IT THEREFORE RESOLVED THAT the Board of Directors approves the purchase option at a cost of \$11,299, to be amortized over five (5) years for budget purposes.

CARRIED

Special Project Reserve Fund ... The Executive Director outlined a recommendation to transfer funds from the Operating Surplus to the Special Project Reserve Fund - further to discussions with the Treasurer and as a result of the final 2012 Audit. The following resolution was then presented:

13-91 Chevrier - Thurston

WHEREAS the 2012 Audit reflects a balance in the Operating Surplus:

BE IT THEREFORE RESOLVED THAT the Board of Directors approves the transfer of \$75,000 from the Operating Surplus to the Special Project Reserve to Streetscape/Downtown Master Plan implementation.

CARRIED

Downtown Street Lighting ... The Executive Director provided an overview of the street lighting program, noting that Cedar and Durham Streets were undertaken in 2011. It was further noted that the cost of implementation is 50/50 with the City (except for repairs/replacements) and that the City currently has budget allocated for this purpose. Further to discussion, the following resolution was presented:

13-92 Chevrier – Thurston

WHEREAS implementation of the new Downtown Street Lighting program was initiated in 2011 (Cedar & Durham Streets);

AND WHEREAS the City of Greater Sudbury has agreed to a 50/50 funding partnership for implementation;

BE IT THEREFORE RESOLVED THAT the Board of Directors agrees to the specific allocation/commitment of \$125,000 within the Special Projects Reserve Fund for this project.

CARRIED

Next Step ... Determination of location; timeline; cost. Once established (with the City and Hydro), report will be made back to the Board.

Downtown Marketing ... Further to previous discussion and resulting email direction from the Board, the following resolution was confirmed:

13-93 Chevrier – Browning

WHEREAS the Board had issued an RFP to Downtown Marketing Firms with a focus on the 'rebranding' of Downtown Sudbury (as the first step);

BE IT THEREFORE RESOLVED THAT the Board of Directors supports the recommendation of the Executive Committee to retain the firm of BUREAU for this purpose;

AND FUTHER THAT the expected project budget of \$15,255 (as per the submitted Proposal) be allocated from the 2013 Marketing Budget.

CARRIED

R-2 CHAIR'S REPORT

J. MacIntyre provided a brief update on the following (information also contained in the Executive Director's Report):

Elm Street Parking ... While Council approval was received in late spring, the meters were recently installed in the pilot project area. However, at this time, confirmation on 'start-up' has not been received.

CUI (Canadian Urban Institute) Project ... The Project Co-ordinator visited last week and plans are underway for an Information Session to be scheduled in late fall. This is a two year project including both the BIA and City (specifically Planning) and includes other BIAs in Northern Ontario.

Cultural Plan ... This will be undertaken by the City. The Chair advised that he has been invited to participate in the work group (as a businessperson) and that the BIA has also been invited (the ED will participate).

Taste of Downtown ... Discussions underway for this new event that would feature/focus on the downtown eateries ... in partnership with City Tourism/GSDC and Eat Local.

Elgin Greenway ... The final implementation costs are expected from the Consultants over the next month, following which an Implementation Plan (likely phased) will be developed, with the intent of a 2014 start-up. Both the School of Architecture and The Market have and will be undertaking work on their sites as part of this project. The Chair also advised of the establishment of the 'Stompin Tom Commemorative Committee' who will be working on a life-size sculpture to be incorporated on the Greenway, in the area of The Townhouse.

Members also discussed the incorporation of the 'Rock of Fame' ... A. Lenardich provided a brief overview/update of that project (as the BIA representative on that Committee).

R-3 DOWNTOWN PARTNERSHIP REVIEW

Directors held a lengthy discussion on this ... further to discussion held at the May Board meeting. It was noted that, further to the May discussion, information had been requested from the DVDC but not all has been received to date. In addition, a very positive meeting had been held with GSDC (including J. MacIntyre, M. Luoma, I. Wood, E. Savage, J. Ferrigan) to discuss the partnership between the BIA and the GSDC and the opportunity/interest to strengthen that working relationship in specific areas of economic development for the downtown area.

In addition, copies of the '**Sustainability Recommendation for Downtown Village Development Corporation**', prepared by Janette MacDonald, June 6, 2013 was previously circulated.

MOTION TO PROCEED

13-94 Browning – Belli

THAT we proceed past 6:00 p.m.

CARRIED

Following a lengthy discussion, Directors agreed to issue another request for information from DVDC, with the expectation that this be received within the next month, including:

- Why DVDC would be proposing a 'merger' of the two Boards ... what are they looking for from the BIA
- How is their Board determined (ie elected, etc.) ... term of office
- Who is their Membership (and how)
- Detailed operating budget
- Current projects
- Sustainability plan

Directors agreed that, if possible, a special meeting be scheduled prior to the next Board meeting so this issue may be addressed and decision/direction determined. It was also agreed that there is not a need for a further presentation from the DVDC – but – that the above information is critical.

R-4 OTHER

Staff Organizational Review

The Chair presented a recommendation/option to add a new staff position ... 'Member Relations/Communications Officer ' ... responsibilities to include/focus on Social Media, Website content, etc. Proposal was circulated for information and discussion. It was noted that the Board has had the opportunity to have a person working in this area as a result of a three month Placement Program, followed by the two month Summer Student Grant Program and results have already been evident. It is expected that this will not only develop Member Relations, but also allow the ED to focus more on economic development project and developing the working relationship with the GSDC.

Following a lengthy discussion, the following resolution was presented:

13-95 Chevrier – Vincent

THAT the Board of Directors supports the hiring of a Member Relations/Communications Officer, as discussed and as per the following:

- 3 month probation period, September 17 – December 17, 2013 @ \$11/hr
- Following the probation period the annual salary shall begin at \$28,000
- Following the probation period regular benefits offered existing staff will be provided

CARRIED

Next Step:

*Discussion with GSDC (E. Savage) re working partnership

*Review/Rework of existing staff responsibilities

Lion's Eye in the Sky Program

J. Browning advised of current challenges and needs that this project is experiencing. As a result, Directors agreed to support and the following resolution was presented:

13-96 Browning – Chevrier

THAT the Board agrees to contribute an additional \$2,000 to the Lions Eye in the Sky Program for 2013.

CARRIED.

NEXT MEETING

THURSDAY, OCTOBER 17TH ... 4:30 P.M.

ADJOURNMENT

13-97 Chevrier – Belli

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

CARRIED

Chair

Executive Director