**18TH MEETING OF THE BOARD OF DIRECTORS OF ‘DOWNTOWN SUDBURY’ BIA**

Tuesday, October 1, 2024

**A REGULAR MEETING OF THE BOARD HELD AT 12:30 P.M. – C-10, Tom Davies Square**

**K. MACISAAC IN THE CHAIR.**

**PRESENT**

B. Deisinger, D. Guillemette, D. Zulich, E. Danyliw, F. Cormier, G. McCausland, W. Watson

**REGRETS**

C. Tammi, N. Labbee, T. Balaz

**ALSO PRESENT**

J. MacIntyre Executive Director

M. Luoma Advisor

M. Armstrong Economic Development, City of Greater Sudbury (dep 1pm)

K. Crigger Economic Development, City of Greater Sudbury

**1. CALL TO ORDER**

This meeting was called to order at 12:30 p.m.

1.1 **Directors’ Time Constraints**

None declared.

1.2 **Declarations of Conflict**

None declared

1.3 **In Camera/Closed Session**

Moved to later in the Agenda.

**GUEST**

Further to an introduction at the recent IDA Conference, **Jake McGregor, Avenue Intelligence**, joined the meeting to make a presentation on **pedestrian counters** … more specifically **Pedestrian Counting Sensors and Foot Traffic Analytics**. It was noted that this data can then be of assistance for events; soliciting sponsorships; what does the average day look like; business recruitment; comparison of year after year/season after season/event after event, etc.

Included in the presentation was a proposal for Downtown Sudbury BIA which would include six permanent sensors, four mobile sensors and an annual fee.

Following the presentation, Board discussion agreed to the importance of this type of data collection and resulted in direction to staff to investigate other options, companies, formats, potential partners in this initiative, etc. and report back to the Board as part of the 2025 Budget deliberations.

**2. CONSENT AGENDA**

2.1 **Adoption of Minutes**

**24-48 Watson-Deisinger**

**THAT** the Board of Directors approves Consent Agenda items 2.1.1 and 2.1.6

**CARRIED**

2.1.1 **Board of Directors**

**24-49 Watson-Deisinger**

**THAT** the Board of Directors adopt the minutes of the 17th Meeting of the Board, held Tuesday, September 3, 2024.

**CARRIED**

2.1.2 **Space Activation Committee**

n/a

2.1.3 **Marketing Committee**

Informal notes re Website discussion were previously circulated for information.

2.1.4 **Downtown Master Plan Work Group**

n/a

2.1.5 **Downtown Revitalization Committee**

n/a

2.1.6 **Executive Director’s Report**

**24-50 Watson-Deisinger**

**THAT** the Executive Director’s Report for the month of September 2024, as circulated, be hereby accepted.

**CARRIED**

**3. CO-CHAIRS’ REPORT**

3.1 **Meeting with E. Archer** … scheduled for October 1st – update at next meeting.

3.2 **City/BIA Work Group** … It was noted that while all Departments Leads were not in attendance, a discussion was held on a number of items, including: downtown garbage collection; garbage receptacles (‘pilot project’ of potential new design); patio program will not be extended past October 15th; events (review of requirements, responsibilities, etc.).

3.3 **Meeting with Deputy Chief Hiltz** … rescheduled

Directors were advised that a meeting has also been scheduled with the new Chief of Police.

3.4 **Board Vacancy** … Directors were advised that the initial invitation has been sent to Members (if interested in submitting their name for the balance of this term) and two names have been submitted to date. As per the previous Board discussion, the Nominating Committee will be reaching out to specific members. Following the deadline of October 18th, the Committee will review and make a recommendation to the Board at the November Board meeting.

**4. IDA – SEATTLE CONFERENCE**

4.1 **Takeaways/highlights** … While this discussion/presentation was TABLED until the November Board meeting, there was some discussion on some of the ‘takeaways’ and highlights – including the Downtown Ambassador Program (a combination of the Clean-Up Program, Welcoming Streets and Tourism), garbage receptacles, etc.

4.2 **IDA Canada’s Parliament Hill day** … As per Board support and approval through email, the Executive Director will be attending and participating in this meeting, scheduled for mid-October. Report at November Board meeting.

**5. EXECUTIVE DIRECTOR’S REPORT**

5.1 **Member Survey** … J. MacIntyre reminded Directors that the Board has undertaken Member Surveys (through Oraclepoll) in the past to coincide with annual budget/program planning. While the Board had agreed to table this last year, with the positive programs and partnerships that have been developed over this past year, it was recommended that this is an appropriate time to solicit member feedback. Further to discussion, the following resolution was presented:

**24-51 Guillemette-Deisinger**

**THAT** the Board supports undertaking a Member Survey to invite Member feedback on current initiatives, potential programs, challenges, etc. to assist with the development of the 2025 Program and Budget;

**AND FURTHER THAT** this be undertaken with the assistance of Oraclepoll at a maximum cost of $3,500.

**CARRIED**

**Next Step/Timeline** … It is the goal to undertake this survey mid/end October to coincide with budget deliberations. The draft questions will be circulated prior to implementation.

5.2 **Data Base Update** … J. MacIntyre updated Directors on the work the two Cambrian Placement Students have been doing specific to member data collection, noting that the CRM should be up by the end of the month.

5.3 **Grants/Funding** … J. MacIntyre provided an overview of the various funding opportunities he has researched that are applicable to the development/expansion of various programs. Following the update and discussion, the following resolutions were presented:

①***Staffing Grants***

**24-52 Zulich-McCausland**

**THAT** the Board of Directors of Downtown Sudbury BIA supports and directs the Executive Director to apply for any funding opportunity for staffing positions/Internshipsthat fit within the goals and objectives of the BIA.

**CARRIED**

***②Event Assets***

**24-53 Watson-Danyliw**

**THAT** the Board of Directors of Downtown Sudbury BIA supports and directs the Executive Director to apply for any funding opportunities/grants specific to building upon the Board’s event assets as the Board/BIA continues to grow and develop into the role as event facilitator for the downtown.

**CARRIED**

***③Use of Reserve Fund***

**24-54 Guillemette-Deisinger**

**WHEREAS** the Board continues to grow and develop in the role as event facilitator for the downtown;

**AND WHEREAS** a component of that role would be to provide various event assets to event/festival organizers which would further be considered a ‘service in kind’ contribution and/or some cost-recovery for the BIA;

**BE IT RESOLVED THAT** the Board supports an amount of up to $60,000 be identified, through the Special Project Reserve Fund for the purchase of event assets (including tents, fencing);

**AND FURTHER THAT** this allocation be used to enable the Executive Director to leverage/source potential funding opportunities for this initiative.

**CARRIED**

**6. 2025 BUDGET/PROGRAM**

The Executive Director outlined the next steps and expected timeline for the Board’s budget deliberations (taking into consideration the above-noted discussions ie member survey, grant applications, etc).

6.1 **Proposed Timeline**

October – following the Board meeting, the draft 2025 plan/budget will be developed and member survey undertaken

November - presentation of draft budget/program, member survey results, final Board input

December - final Board approval of the 2025 budget/program

January - AGM details/outline – direction and preparation

February - AGM – member approval of 2025 program/budget, submission to Council for approval

6.2 **Next Step** … as outlined above

6.3 **‘In Camera’ portion** … to discuss future staffing requirements moving forward

**24-55 McCausland-Deisinger**

**THAT** the Board moves ‘In Camera’ to discuss future staffing options – 1:25 p.m.

**CARRIED**

**24-56 McCausland-Deisinger**

**THAT** the Board returns to the public portion of the meeting – 1:40 p.m.

**CARRIED**

It was noted that there were no resolutions emanating from the In-Camera portion of this meeting.

**7. NEW/OLD BUSINESS/QUESTION PERIOD**

* J. MacIntyre advised Directors that Staff is working with ‘SICK’ who are developing/hosting a special Halloween program at Elm Place for the two weeks leading up to Halloween. The BIA is assisting in the provision of social media promotion.
* K. MacIsaac advised that the YMCA Durham is now the ‘Official Health & Wellness Centre’ for the Sudbury 5.

**8. NEXT MEETING/IMPORTANT DATES**

**Board Meeting Tuesday, November 12, 2024 … 12:30pm – 2:00pm**

**9. ADJOURNMENT**

There being no further matters to discuss at this time, this meeting adjourned at 1:45 p.m.