

29TH MEETING OF THE BOARD OF DIRECTORS OF 'DOWNTOWN SUDBURY'

Wednesday, April 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

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

ALSO PRESENT

B. Mairs, I. Carlyle Downtown Indie Cinema
M. Luoma Executive Director

GUESTS

B. Mairs and I. Carlyle were present to provide an overview of the concept and objectives of the proposed **Downtown Indie Cinema**, as well as a status of the current negotiations underway with the Rainbow Centre. At this point, there is no timeline on these discussions but the group continues to move forward with their intent of opening a downtown cinema. Public feedback and support to this project continues to be strong.

Directors were advised that the group has become incorporated as a not-for-profit co-op and would also be looking at featuring local independent films.

Following a lengthy discussion, Directors extended an offer of assistance and welcomed future updates on the project.

PART ONE – CONSENT AGENDA

DECLARATIONS OF CONFLICT

None declared.

APPROVAL OF MINUTES

14-132 Chevrier - Thurston

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

CARRIED

C-1 BOARD OF DIRECTORS

14-133 Chevrier - Browning

THAT the Board minutes of the 28th Meeting (March 12, 2014) as duplicated and circulated, be hereby accepted.

CARRIED

PART TWO – REGULAR AGENDA

R-1 EXECUTIVE DIRECTOR'S REPORT

14-134 Thurston - Chevrier

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

CARRIED

R-2 CHAIR'S REPORT

J. MacIntyre provided the following overview/updates:

Media Releases ... As previously discussed, Staff will be issuing 'positive' media releases when appropriate. One was recently issued that focused on a number of changes including new businesses. This release has been picked up by print.

Social Media Workshop ... In keeping with 2014 objectives, a Social Media Workshop will be held for members – likely in May – with the assistance of the Chair. Details to be finalized.

Council Candidate meetings ... An invitation will be sent to Councillor Candidates to meet with the Chair and ED (and any Director that may wish to join) in an effort to ‘educate’ them on what ‘Downtown Sudbury’ is as a BIA, challenges, concerns, etc. Discussions have been held with a few to date. It was suggested that the link to the Downtown Master Plan be provided, as well as a ‘Downtown Sudbury’ BIA Information Sheet.

Executive Committee ... Directors were reminded that the Members on the Executive Committee may rotate on an annual basis (not including the position of Chair). It was noted that the three (3) Directors have indicated their willingness to continue in the Executive positions. Other interest was invited. There being none, the following resolution was presented:

14-134 Browning – Bertolo

THAT the following be appointed to the Executive for the year 2014:

Vice-Chair	S. Vincent
Treasurer	J. Chevrier
Director-at-Large	P. Thurston

AND FURTHER THAT the above, in addition to the Executive Director and the Chair, constitute the Signing Officers of the Board.

CARRIED

R-3 FINANCIAL REPORT

Copies of the Executive Committee meeting, with the Auditors, were circulated and the following resolution presented:

14-135 Chevrier – Thurston

THAT the minutes of the Executive Committee, dated Monday, March 31, 2014, as duplicated and circulated, be hereby accepted.

CARRIED

Copies of the *draft* Financial Statements 2013 were presented. J. Chevrier provided a brief overview, noting that the Auditors had no recommendations for changes in procedure/format and were pleased with the management policies in place. The following resolution was then presented:

14-136 Chevrier – Thurston

THAT the 2013 Financial Statements for ‘Downtown Sudbury’, dated December 31, 2013, as prepared by the Auditors PricewaterhouseCoopers and previously circulated be hereby approved.

CARRIED

R-4 DOWNTOWN ECONOMIC DEVELOPMENT COMMITTEE

B. McCullagh (Chair of this new Committee) provided an update/overview as per information handout circulated – including the draft of a ‘Work Plan. It was noted that, as per the Terms of Reference, confirmation has been received from most of those invited to participate on the Committee (DVDC, Real Estate Board, Chamber of Commerce). Confirmation is still pending from the Greater Sudbury Development Corporation. Directors reaffirmed the importance of a Board Member of the GSDC participating in this Committee, both as the development lead for the municipality as well as a key partner in downtown revitalization projects.

Directors supported the outline as presented. It is expected that the 1st meeting of the Committee will be scheduled over the next two weeks.

R-5 DOWNTOWN MARKETING – ‘REBRANDING’ PROJECT

Copies of a ***draft budget/implementation plan*** was circulated – based on the Board’s priority discussion at the March meeting. Additional discussion was held:

- *agreement that the ***visual*** introduction of the new brand is key for this year
- *to ensure impact, some items can be taken from the Special Project Reserve fund if necessary (ie street banners, kiosk, website) as they are one time expenditures
- *Directors agreed to reduce the cost for the ***website design*** ... additional elements can be added later
- *Directors were also advised that BUREAU would like to use the ***photography services*** of Fuelmultimedia for the website. Directors agreed that as this is through our consultants, and as this is also through the arm of Fuelmultimedia that the Chair does not work within, they do not have a conflict concern.
- *Directors felt that the ***Kiosk*** was an important element that should be pursued to this year
- *The Chair advised that Fuelmultimedia will be hosting a ***School of Architecture Placement Student*** and there may be an opportunity to work with this student on a downtown project (ie Kiosk design)
- *Directors agreed to the use of ***cloth banners*** for the street lights ... similar to the quality of the ‘Live it Work it Shop it’ banners (double banners with insert)
- *It was also noted that a ***Banner Policy*** should be developed as there are a number of downtown members wishing to use this program. The ED advised that this is currently being worked on.
- ****Advertising - Radio*** ... Directors agreed to approach both Rogers Radio and Newcap Radio for a proposal (possibly exclusivity) that would include a ‘partnership’ as has been the practice in the past.
- ****Advertising – Print & TV*** ... Directors agreed that this will continue as in the past ... events, special projects, etc.
- ****Advertising – Other*** ... support to the use of Bus Backs and, possibly, billboards

Following discussion, Staff was directed to redraft the budget/work plan as per the discussion and the following resolution was presented:

14-137 Thurston – Chevrier

THAT the Board supports in principle the draft Marketing Work Plan & Budget as presented, with modifications/adjustments as noted:

AND FURTHER THAT this accurately represents the Directors’ priorities as discussed at the March Board meeting;

AND FURTHER THAT final details will be circulated.

CARRIED

PROCEED PAST

14-138 Browning – Chevrier

THAT we proceed past 5:30 p.m.

CARRIED

R-6 OTHER/UDPATES

Parking

Directors indicated strong concern specific to parking issues – feedback from customers, impact on attracting new businesses, etc. F. Belli advised Directors that discussion related to a downtown parking facility are underway. However, this project (if approved) is still some time in the future and does not address the current issues.

J. MacIntyre advised that discussions are being held with Senior City Staff including various programs that could be initiated in the short term:

- *Park & Ride
- *special Downtown Employee rate for transit and the Energy Court lot
- *better signage
- *education program

Outdoor Patio Program

Members were advised of concern related to Insurance requirements that would potentially impact both the 'Pilot Project' as well as the existing program. However, it is hoped that this will be resolved at the next Council meeting, following which the 2014 Café Applications will be issued.

CUI Program

The ED advised that this program is coming to completion and a session, including the participating 5 Northern Ontario downtowns will be held in early June to present the findings. This will be held in Sudbury and open to media, Board, members. Information will be circulated when available.

Agency on Record

Copy of letter from BUREAU re three (3) year commitment as 'Agency on Record' was circulated for discussion and direction. It was noted that this would be an advisable 'next step' moving forward with the new branding – to ensure consistency of use, etc. It was further noted that the key services would be design work and advice as required. Costs attached to this would be as services are used and would not include the need for assistance with any purchasing (media, product, etc.) . The following resolution was then passed:

14-139 Thurston – Vincent

WHEREAS it is key that consistency in the use of the new branding, both visually and in the message, is critical;

BE IT THEREFORE RESOLVED THAT the Board of Directors of 'Downtown Sudbury' approves entering a commitment with BUREAU to continue as the Board's 'Agency on Record' for the next three (3) years;

CARRIED

NEXT MEETING ... WEDNESDAY, MAY 7TH ... 4 P.M.

ADJOURNMENT

14-140 Chevrier

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

CARRIED

Chair

Executive Director