

## **TWELFTH MEETING OF THE BOARD OF DIRECTORS OF 'DOWNTOWN SUDBURY'**

Thursday, February 6, 2020, YMCA Board Room

### **A REGULAR MEETING OF THE BOARD HELD AT 8:30 A.M.**

#### **K. MACISAAC IN THE CHAIR.**

#### **PRESENT**

B. Deisinger, J. McIntyre, J. Seguin, J. Arnold, W. Watson, G. McCausland, A. Vardy

#### **REGRETS**

R. Jones, B. McCullagh

#### **ALSO PRESENT**

T. Fortin (dep 9:15 a.m.)

M. Luoma – Executive Director

L. Franklin – GSDC (arr 9:15 a.m.)

#### **IN CAMERA PORTION**

Directors agreed to move 'In Camera' for an update on a legal matter. T. Fortin as Guest.

#### **20-64 Watson-MacIntyre**

**THAT** we move out of the 'In Camera' portion of the meeting – 9:15 a.m.

**CARRIED**

There was no action to report from the 'In Camera' discussion.

#### **DECLARATIONS OF CONFLICT**

None declared.

## **PART ONE – CONSENT AGENDA**

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### **APPROVAL OF MINUTES**

#### **C-1 BOARD OF DIRECTORS**

#### **20-65 Watson-McCausland**

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

**CARRIED**

#### **20-66 Watson-McCausland**

**THAT** the Board minutes of the 11<sup>th</sup> Meeting of the Board (January 10, 2020) and the Special Meeting of the Board (January 21, 2020), as duplicated and circulated, be hereby accepted.

**CARRIED**

## **PART TWO – REGULAR AGENDA**

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### **R-1 CO-CHAIR'S REPORT**

K. MacIsaac provide a status update on discussions specific to the **OPIOID Roundtable** – specifically with both the Mayor's Office and Paul Lefebvre, noting that a meeting has been scheduled with Mr. Lefebvre. It was further recommended that a notice be sent to the Northern BIAs of the intent to schedule this session and that details will be forthcoming.

## **R-2 EXECUTIVE DIRECTOR'S REPORT**

Report for the month of January was previously circulated. The following resolution was then presented:

### **20-67 McCausland-Arnold**

**THAT** the Executive Director's Report for January 2020, as duplicated and circulated, be hereby accepted.  
**CARRIED**

## **R-3 2020 BUDGET/PROGRAM**

Draft was previously circulated.

M. Luoma noted that the draft was prepared based on the Board's previous discussions, together with the new Strategic Direction as approved by the Board.

M. Luoma then provided an overview of each Area of Focus, together with highlighting specific line items. Some discussion key points as follows:

- *Pole Wraps* – direction to consider incorporating logo watermark
- *CMHA 'Community Pilot Program' Partnership* – Directors were advised that CMHA continues to be VERY interested and that detailed discussions will be held once the new building is completed (spring)
- *June event* – M. Luoma provided update on very preliminary discussions held to date with potential 'partners' for new event.
- *Ribfest* – M. Luoma advised of preliminary discussions held with two groups interested in operating the licensed area. A 'terms of reference' will be developed and extended to all interested parties (including downtown restaurants).
- *Website* – Agreement that a 'redo' is required. J. MacIntyre provided an update on a program that OBIAA is currently finalizing and is expected to be announced at the upcoming Conference. It was agreed to 'hold' on the 'next step' of this until details of this program are outlined and how it may apply to our needs.
- *Marketing* –
  - \*suggested that an Agency be retained to assist with developing a Strategy
  - \*direction to investigate 'Downtown Gift Card' program (ie OBIAA)
  - \*expand and develop social media as the primary medium ... ie develop 'member videos' – to promote/educate on the people, services, uniqueness, experience, etc
- *Sidewalk cleaning* - G. McCausland provided an update on the 'cut-outs' currently provided at the parking machines, as well as the 'trial ice-breaker' machine for sidewalks. Directors agreed that, while the cut-outs have definitely been an improvement, there is a strong need for both quicker removals and additional cut-outs.
- *Street light program* - G. McCausland updated on the status of City discussions on this project, noting that details (costs, timelines, etc.) are expected by the end of the month at which time Directors will be in a position to discuss level of involvement. It is further expected that a report can be made to members at the AGM.

M. Luoma then reviewed the overall budget total, potential 2019 Operating Surplus (including 'carryover' and allocation to Special Projects Reserve).

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

### **20-68 Arnold-Watson**

**THAT** the Board of 'Downtown Sudbury' BIA approves, in principle, a 2020 Operating Budget of \$619,600;

**AND FURTHER THAT** this represents a 2% increase over the 2019 Operating Budget, together with a carryover of a portion of the 2019 Operating Surplus;

**AND FURTHER THAT** this reflects the program and activities as discussed through the newly developed Strategic Framework, including three primary areas of focus: Governance and Operations; Advocacy; and Community;

**AND FURTHER THAT** the 2020 Program and Budget, as discussed, be presented for approval by the Membership at the Annual General Meeting scheduled for February 27, 2020.

**CARRIED**

**R-4 ANNUAL GENERAL MEETING**

Due to time constraints, it was agreed that a special meeting be scheduled prior to the AGM to review the format and presentation of the various priorities/programs that Directors wish to ensure are communicated to members.

Date to be confirmed (possibly at a time when additional information on the street lighting program is also available).

**R-5 NEW BUSINESS/UPDATES/OTHER**

***School of Architecture International Competition***

J. MacIntyre provided a brief overview of this competition (with a downtown focus) and suggested that the Board consider sponsoring an Award. To be discussed further at the next Board meeting.

***OBIAA Programs***

J. MacIntyre advised of funding opportunities being developed with OBIAA and partners (Celebrate Ontario, Tourism Infrastructure Grant) specific to developing activities/programs in the 'shoulder season'.

**NEXT MEETING(S)**

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|-------------------------------|--|
| <b>Special Board meeting</b>  | <b>*to review AGM – to be scheduled (prior to Feb. 27)</b>                               |
| <b>Annual General meeting</b> | <b>*Thursday, February 27<sup>th</sup> – 5pm – 7pm<br/>Respect is Burning (upstairs)</b> |
| <b>Regular Board</b>          | <b>*Thursday, March 5<sup>th</sup> – 8:30am</b>  |

**ADJOURNMENT**

20-69 McCausland-Watson

THAT we do now adjourn. Time: 10:45 a.m

**CARRIED**

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Chair

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Executive Director