

ELEVENTH MEETING OF THE BOARD OF DIRECTORS OF 'DOWNTOWN SUDBURY'

Friday, January 10, 2020, Dalron Board Room

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

K. MacISAAC & B. McCULLAGH IN THE CHAIR

PRESENT

R. Jones, J. MacIntyre, G. McCausland, W. Watson, B. Deisinger, J. Arnold

REGRETS

A. Vardy, J. Seguin

M. Luoma

ALSO PRESENT

L. Dupuis – Strategic Plan Facilitator

DECLARATIONS OF CONFLICT

None declared.

PART ONE – CONSENT AGENDA

APPROVAL OF MINUTES

C-1 BOARD OF DIRECTORS

20-55 Watson-McCausland

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

CARRIED

20-56 McCausland-Watson

THAT the Board minutes of the 10th Meeting of the Board (December 5, 2019), as duplicated and circulated, be hereby accepted.

CARRIED

PART TWO – REGULAR AGENDA

R-1 CO-CHAIRS' REPORT

Co-Chairs McCullagh and MacIsaac provided an overview of the recent meeting with Mayor Bigger, noting that a number of issues and concerns were discussed including: potential installation of new electronic billboard at Paris/Brady; a quote from the Mayor specific to shopping/supporting local and shopping/supporting downtown; the expanded use of the TDS newly 'renovated' Courtyard. Directors were also advised that it is the intent to hold these meetings on a regular basis ie quarterly or more often as required.

W. Watson made a recommendation to develop a Northern Ontario Round Table specific to the opioid crisis. She further noted that while this is a nation-wide crisis, this initiative would bring our northern communities together to share ideas and best-practices on how to address this growing challenge and would include various Community Leaders as well as front-line persons ie Health Unit, Police Service, Mayors and Councillors, Chambers of Commerce, BIAs, etc.

Directors supported this and further agreed that this would ideally be a City-led initiative, with support and assistance from the BIA. The Co-Chairs to reach out to the Mayor's office. (**Footnote:** An email has been sent to the Mayor's office outlining the initiative and inviting Mayor Bigger's thoughts on this.)

R-2 EXECUTIVE DIRECTOR'S REPORT

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

20-57 McCausland-Watson

THAT the Executive Director's Report for December, 2019, as duplicated and circulated, be hereby accepted.
CARRIED

R-3 STRATEGIC PLAN

L. Dupuis led a thorough discussion that included an updated Vision, Purpose Statement, Values and Principles as follows:

Vision

Downtown Sudbury will be the primary engine for cultural and economic activity in Northern Ontario.

Mission/Purpose

To be a safe, clean, and vibrant destination for activity, innovation and investment.

Values

Trust
Empathy
Responsibility
Collaboration

Principles

Foster partnerships and relationships.
Reach out, develop understanding and support dialogue.
Empower community-members and support grassroots initiatives.
Explore, pursue and create opportunities.
Promote the prosperity of our members.
Continuously improve our downtown environment.

R-4 2020 BUDGET/PROGRAM

Directors agreed that additional budget details are required (2019), as well as a specific meeting for this discussion and how it is connected to the new Strategic Plan. It was agreed that a **special Budget meeting** be held on **Tuesday, January 21st – 12noon – 2pm.**

R-5 ANNUAL GENERAL MEETING

Directors were reminded that this has been scheduled for **Thursday, February 27th – 5:30pm – 7:30pm.**

An overview of the format including the business portion, Guests/Updates, networking. Directors agreed to the recommended format/program with the Guests/Updates to include: HotSpot Parking (questions, member initiatives for customers, concerns); Place des Arts (construction update, program intentions ie inclusive); The Junction (project status, next steps, timeline); Police Service; Parking (City representatives to provide update on EOI, parking machines)

R-6 NEW BUSINESS/UPDATES/OTHER

Streetlights

Directors were advised that City Council has approved a city-wide LED streetlight conversion. G. McCausland and the ED to discuss the AMO program and the AMO contractor to determine how to best achieve the most effective and aesthetically pleasing lighting across the downtown as part of this process.

It was also noted that (solar) LED lighting in the downtown laneways is also critical, behind 111 Larch a good example. This will be part of the CPTED discussions and changes.

OBIAA Conference Further to a previously circulated email specific to the upcoming April Conference, the following resolution was presented:

20-58 Watson-Arnold

THAT the Board approves sending the following four (4) Directors, together with Staff (3), to the upcoming Annual OBIAA Conference in Toronto, April 19th – 22nd:

B. McCullagh, B. Deisinger, A. Vardy, G. McCausland

AND FURTHER THAT all expenses related to the Conference (registration, accommodation, travel) will be covered:

AND FURTHER THAT a report will be made to the Board following the Conference.

CARRIED

It was also noted that J. MacIntyre will be attending the Conference both as an OBIAA Board Director and as a Speaker. As such much of his expenses will be covered but may require some contribution from the BIA.

Staff Time Diary To better align Staff time and expertise to the Strategic Plan and Work Plan/Program, it was recommended that all Staff complete a 'time diary' of activities over the next month. The following resolution was then presented:

20-59 Watson-Deisinger

THAT the Board give direction to the Executive Director to begin a time diary study for all staff.

CARRIED

NEXT MEETING(S)

Special Board Tuesday, January 21st – 12noon – 2pm ... location to be confirmed

*2020 Budget discussion

*Updated/Final Draft – Strategic Plan

Regular Board Thursday, February 6th ... 8:30am – 10am

AGM Thursday, February 27th ... 5:30pm – 7:30pm

ADJOURNMENT

20-60 Arnold-McCausland

THAT we do now adjourn. Time: 11:10am

CARRIED

Chair

Executive Director