

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

Thursday, June 4, 2020, via ZOOM

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

K. MACISAAC IN THE CHAIR.

PRESENT

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

REGRETS

B. McCullagh

ALSO PRESENT

M. Luoma

DECLARATIONS OF CONFLICT

J. MacIntyre declared a conflict in Item R-3 Updates – Marketing Proposal – and departed the meeting during the detailed conversation on the proposal and the subsequent Resolution.

K. MacIsaac declared a conflict in Item R-4 New Business/Other – YMCA washroom conversion to Youth Centre – and departed the meeting during that discussion.

PART ONE – CONSENT AGENDA

APPROVAL OF MINUTES

C-1 BOARD OF DIRECTORS

20-80 Deisinger-Seguin

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

CARRIED

20-81 Deisinger-Seguin

THAT the Board minutes of the 13th Meeting of the Board (May 7, 2020) as duplicated and circulated, be hereby accepted.

CARRIED

PART TWO – REGULAR AGENDA

R-1 CO-CHAIR'S REPORT

K. MacIsaac reported that updates will be covered under the regular Agenda items.

R-2 EXECUTIVE DIRECTOR'S REPORT

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

20-82 Deisinger-Vardy

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

CARRIED

R-3 UPDATES

***GOVERNANCE & OPERATIONS:**

City Audit – This report, completed in the fall of 2019, will be submitted to Council in June. A 'status report' on items raised during the audit (previously circulated to Directors) was prepared and submitted to the City to be included in the City report.

Organization Manual updates – completed as per discussion at the last Board meeting, including Electronic Meetings and Purchasing Policy.

Membership – COVID-19 – The ED advised that bulletins continue on a regular basis (currently three times/week) and positive feedback has been received from Members that they have been very helpful in providing information on funding programs, links, etc. It was also noted that the ‘Reopening’ kits have been very well received (signage, masks, etc.).

Directors were also advised of a Member Survey that has been issued, inviting feedback specific to the use of sidewalks, roadways, etc. as an opportunity to both extend space for proper social distancing, as well as to provide an opportunity for businesses to extend into public spaces. Once results have been summarized, information will be forwarded to the City to assist in the discussion.

***ADVOCACY:**

Parking – Directors were advised that a request has been made to the City to continue the free parking during the reopening transition (as in most communities) and, further that, this has been one of the largest needs indicated by members. Directors discussed the opportunity to continue ‘free’ during transition then move to 2 Hours Free for a period during adjustment. It was also noted that there unfortunately is a great deal of abuse that is attached to this program – whether it is employees and/or residents. Constant communication is made to members to remind them not to park on the streets during this time and to leave these spaces for customers/clients

Directors enquired as to the status of the **Parking Facility** project. The ED to follow-up with the City.

J. Arnold enquired as to whether the City might take the same approach to Residential development (ie incentives to convert/build new) as the did for the Parking Facility, noting that residential is key to downtown, particularly in light of the pandemic and resulting impact on the core.

G. McCausland also advised that approximately 15-20 additional on-street parking spaces will be developed along Elgin Street (behind the former Roy’s Furniture building) and will be available for public use once the proper line painting is completed.

Projects – Place des Arts – This project has resumed. It was also noted that Larch St. (between Elgin and Durham) and the portion of Elgin adjacent to the construction site will be closed (not at the same time) over the next week to allow for the street restoration.

Cultural Activities/Sponsorships – No report at this time due to the cancellation of most of the events that the BIA would sponsor.

***COMMUNITY:**

Planters – The City has begun with the planters, requiring the power to be shut down during this work.

Banners – Installation of the branded banners is underway.

Hanging Baskets – Installation is expected by mid-June (weather permitting). This is a partnership program with the City (watering, fertilizing) and the BIA (purchase baskets, install, remove).

Street cleaning – Laneways have been cleaned, sidewalk cleaner is out every night. There continues to be issues with the garbage receptacles, resulting in litter but the City Waste Management is always quick to respond and address these concerns.

Events – TABLED

Safety – Weekly chats with the GSPS continue. ‘Coffee with a Cop’ was recently held (via ZOOM) with the main concern raised being that of the increased visibility of needles. The ED has followed up with **SACY** on this and was advised that they have been experiencing their own challenges with some staff changes but definitely understand this concern and the importance of their ‘Team’ addressing this on a consistent basis. Representatives from SACY will be attending the next ‘Coffee with a Cop’ scheduled for Tuesday, June 23rd – 1:30pm via ZOOM. G. McCausland advised that a **CPTED ‘walk about’** has been scheduled over the next week to look at laneway lighting and the best way to undertake this enhancement. Report at next Board meeting.

K. MACISAAC DEPARTED THE MEETING AT THIS TIME (9:20 A.M.).

Marketing – J. MacIntyre, having declared a Conflict of Interests in this matter, departed the meeting during this portion of discussion. Proposal submitted by Marketing Hounds was previous circulated, as per discussion at the May Board meeting. Following a brief discussion, the following resolution was then presented:

20-83 Watson-Arnold

THAT the Board of Directors accepts the firm of 'Marketing Hounds' to assist with the following 2 projects as per the submitted proposal:

1. Marketing Guidance – to develop and execute a short term marketing plan during the COVID-19 crisis
2. Agency of Record RFP Development and Guidance – to work with the Board in the development of the project scope, scoring matrix, bid evaluation

AND FURTHER THAT a budget of \$3,930 (+taxes) be approved for these services
CARRIED

J. MacIntyre then returned to the meeting and advised he will develop a draft Marketing plan for review. As well, the following agreed to participate in the discussion to develop the RFP – Directors Deisinger, Jones, Watson, McCausland.

R-4 NEW BUSINESS/OTHER

***COVID-19:**

It was noted that most of street level retail has **reopened** in some capacity. It was also noted that, further to chats with members, the largest challenge (currently) is that of rent and although there is a Rent Relief Assistance Program in place, many property owners have not participated. The ED advised that this is not unique to Sudbury but across the Province

It was noted that a City team is currently looking at potential ways in which to use **public spaces** (ie expand use of sidewalks, remove one lane of parking, closure of blocks, designated parking spaces for 'curbside pick-up') to allow retailers, restaurants/cafes to use to expand their areas as well as allow for better social-distancing. G. McCausland also noted that there is discussion on enhanced use of Memorial Park and how it may be better activated. It further noted that the **Member Survey** currently underway will provide feedback on some of these ideas and that there continues to be concern on the removal of any parking, particularly as there is inadequate space available and there currently are not many 'feet on the street'.

YMCA Washroom conversion to Youth Centre

K. MacIsaac had declared a Conflict of Interest in this and was not present during this discussion.

Directors were reminded that this was informally discussed following an earlier Board meeting and the Board has now received an outline of the project together with an invitation to sponsor, from the President & CEO, YMCA. Directors held a lengthy discussion included the fit with the Board's objectives, Strategic Plan, etc and while there was strong support to sponsor this project, some additional information is required. The ED to follow-up and report back to the Board for a decision.

***Conflicts of Interest – Project related**

Directors discussed the need to maintain transparency when dealing with Board projects that may include Directors and their place of work. In addition to the current 'Declaration of Interest' policy/requirement that is in place, it was agreed to also include additional phrasing in the Board's Organization Manual ... ie ... *As the Board of Directors is comprised of BIA members, and as the BIA endeavours to maintain financial expenditures in the downtown and supporting its members, it is inevitable and a reasonable expectation that from time to time an organization represented by a Director may have financial dealings with the BIA. The BIA shall hold all Directors to a strict Pecuniary Conflict of Interest protocol as it moves forward with its Mission and Strategic Objectives.*

NEXT MEETING(S)

'COFFEE WITH A COP'
REGULAR BOARD

Tuesday, June 23rd – 1:30 p.m. – ZOOM
Thursday, June 25th – 8:30 a.m. – ZOOM

ADJOURNMENT

20-84 Arnold

THAT we do now adjourn. Time: 10:00 a.m.

CARRIED

Chair

Executive Director