

28TH MEETING OF THE BOARD OF DIRECTORS OF 'DOWNTOWN SUDBURY'

Wednesday, March 12, 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, D. Brouse, A. Lenardich, P. Thurston, N. Bertolo McAloney, B. McCullagh, J. Chevrier

REGRETS

J. Browning, S. Vincent

ALSO PRESENT

F. Chartrand BUREAU

M. Luoma Executive Director

PART ONE – CONSENT AGENDA

DECLARATIONS OF CONFLICT

None declared.

APPROVAL OF MINUTES

14-124 Belli – McCullagh

THAT items C-1 and C-2 contained in the Consent Agenda, as duplicated and circulated, be hereby accepted.

CARRIED

C-1 BOARD OF DIRECTORS

Correction noted ... F. Belli was in attendance.

14-125 McCullagh – McAloney

THAT the Board minutes of the 27th Meeting (February 5, 2014) as duplicated and circulated, be hereby accepted.

CARRIED

C-2 ANNUAL GENERAL MEETING

14-126 McCullagh – McAloney

THAT the minutes of the Annual General Meeting, dated Wednesday, February 26, 2014, as duplicated and circulated, be hereby accepted.

CARRIED

PART TWO – REGULAR AGENDA

R-1 EXECUTIVE DIRECTOR'S REPORT

14-127 McCullagh – Thurston

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

CARRIED

R-2 CHAIR'S REPORT

J. MacIntyre provided the following overview/update:

Parking Meeting... This meeting included DVDC, City and GSDC to discuss the various parking issues with a focus on the need for a mixed use parking facility (as identified in the Downtown Master Plan) that would potentially be a Public/Private Partnership. The group will meet again next month to discuss further.

Branding Project ... Initial 'launch' went well at the AGM, with positive feedback from both members and the public. The next step is the completion of the existing contract with BUREAU, followed by the phased implementation through various applications and marketing.

Stompin' Tom Commemorative Committee ... Continues to be strong support to this project, which has received nationwide media coverage. The Indiegogo campaign is underway and a fundraiser evening is scheduled for Sat., April 19th at Respect Is Burning Supperclub.

Downtown Indie Cinema ... Organizers are currently awaiting the completion of negotiations. Once those details are finalized, this is a project that the Board may wish to consider participating in as a 'sponsor'. B. Mairs will be invited to the next Board meeting to provide a status update.

Media Release/Social Media ... a media release will be issued to highlight the positive developments currently underway, with a focus on those businesses that are expanding, opening, etc. This will also be carried through social media. Directors were advised of recent Facebook 'tracking' that indicates 'new likes', total people reached, etc. and the increased level since the addition of M. Leblanc.

R-3 DOWNTOWN ECONOMIC DEVELOPMENT COMMITTEE

Copies of Draft Terms of Reference were circulated and discussed, with minor changes recommended. Further to discussion, the following resolution was presented:

14-128 Thurston – Chevrier

THAT the Board of Directors supports the Terms of Reference for the Downtown Economic Development Committee – as adjusted.

CARRIED

M. Luoma advised that the next step will be to develop a proposed 'work plan' for 2014 and confirm Committee members as outlined ... with report at next meeting. S. Vincent, B. McCullagh and J. MacIntyre will participate in this Committee.

R-5 OTHER/UPDATES

Outdoor Patio Proposal 'Pilot Project'

J. MacIntyre requested a reconsideration of Resolution #14-121 specific to the Engineering Drawings for this project and previous discussion related to potential recovery/partial recovery of costs through member fee for use.

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

14-129 Chevrier – McAloney

WHEREAS the Board agreed to reconsider **Res. #14-121**, specific to the **Outdoor Patio 'Pilot Project'**;

AND WHEREAS should this project be a success and continued with other participants, there is concern for continuity and consistency in the aesthetic design of the 'boardwalk' component of this project;

BE IT THEREFORE RESOLVED THAT Directors agree that, following the Barrie downtown example, the BIA shall cover the costs for the design engineering drawings for the boardwalk component;

AND FURTHER THAT these drawings shall be the property of the BIA and incorporated into the 'Outdoor Patio Full Sidewalk' application form as a requirement for all applicants.

CARRIED

OBIAA Conference

Due to the level of interest from Directors in attending the upcoming provincial OBIAA Conference, Directors agreed to reconsider Resolution #14-122. It was agreed that, as these types of Conference (downtown/BIA specific) are a key form of professional development for both Staff and Directors, the Chair should always, where possible, attend. Further to discussion, the following resolution was then presented:

14-130 McCullagh-McAloney

WHEREAS the Board agreed to reconsider Res. #14-122, specific to attendance at the annual OBIAA Conference;

BE IT THEREFORE RESOLVED THAT Directors agree to increase the number of Directors attending to 3;

AND FURTHER THAT 3 Directors, together with the Staff (3) are approved to attend the April Conference in Hamilton.

CARRIED

Street Lighting

B. McCullagh advised Directors of recent discussions with the City and Sudbury Hydro related to the various challenges being experienced with power at both street planters and street lights, impacting the tree lighting program and the Christmas Snowflake program. Current issues appear to center around the GFS on the new standards (that are a requirement through ESA) and are impacted by any amount of moisture, causing the power to trip. Various testing will be undertaken over the next couple of months following which a determination will be made as to a 'fix', including costs, options, etc.

R-4 REBRANDING PROJECT

J. MacIntyre noted that key to this discussion is Board direction on 2014 priorities.

The following are the key elements of discussion and priorities as indicated by Directors:

- **Visuals** ... street banners, 'swag' (t-shirts, buttons), posters
- **Website /Kiosk**
- **Print Map** for hotel rooms
- **Social Media**
- **Other Media** ... radio, print (ie Downtown publication), electronic billboard at entrance(s) to City

Staff and BUREAU will prepare an implementation work plan and budget for presentation to the Marketing Committee and final approval by the Board.

NEXT MEETING ... WEDNESDAY, APRIL 2ND ... 4 P.M.

ADJOURNMENT

14-131 McCullagh

THAT we do now adjourn. Time: 5:55 p.m.

CARRIED

Chair

Executive Director