

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

Thursday, May 7, 2020, via ZOOM

## **AN ELECTRONIC MEETING OF THE BOARD HELD AT 8:00 A.M.**

### **K. MACISAAC & B. MCCULLAGH IN THE CHAIR.**

#### **PRESENT**

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

#### **REGRETS**

J. Arnold

#### **ALSO PRESENT**

M. Luoma

#### **DECLARATIONS OF CONFLICT**

None declared.

### **ELECTRONIC MEETINGS**

The Executive Director advised of discussions with the City Clerk specific to conducting electronic meetings (information previously circulated to the Board). The following resolution was then presented:

#### **20-70 McCullagh-McCausland**

**BE IT THEREFORE RESOLVED THAT** the Board of Directors of 'Downtown Sudbury' BIA agrees to meet electronically during this state of emergency;

**AND FURTHER THAT** any Director participating electronically must confirm their intention to do so at least 24 hours prior to the meeting in order to determine quorum;

**AND FURTHER THAT** electronic participation shall be permitted for Closed (In Camera) meetings and Directors participation shall only be accepted if they can ensure they are participating from a location that maintains privacy and confidentiality;

**AND FURTHER THAT** the Co-Chairs and the Executive Director shall determine the applicable meeting process as may be required to adapt for electronic meetings

**CARRIED**

### **PART ONE – CONSENT AGENDA**

#### **APPROVAL OF MINUTES**

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

##### **20-72 Watson-Seguin**

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

**CARRIED**

##### **20-73 Watson-Seguin**

**THAT** the Board minutes of the 12<sup>th</sup> Meeting of the Board (February 6, 2020) and the Annual General Meeting of the Board (February 27, 2020), as duplicated and circulated, be hereby accepted.

**CARRIED**

### **PART TWO – REGULAR AGENDA**

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

K. MacIsaac and B. McCullagh reported on the following:

**\*weekly meetings with the Greater Sudbury Police Service** ... It was agreed that these continue (electronically) following the lifting of restrictions (understanding that the ED and Const. Hagen meet on an ongoing basis in between).

**\*Coffee with a Cop** ... As this monthly 'event' has not occurred as a result of COVID-19, it was suggested that a 'virtual'/ZOOM chat be scheduled over the next few weeks, pending Const. Hagen's schedule

**\*Tree lighting** ... A 'tour' of the planters and trees recently took place (B. McCullagh and B. Kuczma) and an inventory/analysis of what is required (lighting, repairs, etc.) will now be conducted. It was noted that this project continues to be the subject of vandalism, regular ongoing maintenance issues, etc. It was further noted that a 'Maintenance Plan' will also be developed to address some of these issues in a more timely fashion through the year (ie as required, by-weekly) rather than only spring/fall.

**\*Social Issues** ... K. MacIsaac provided an update on the YMCA program providing washrooms facilities, computers, phone access to the homeless. Some discussion followed on the Regent Street shelter, usage, related bus service, etc. G. McCausland advised of a Toronto program of a multiple modular housing project for those in need.

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

Reports for the months of February, March, April were previously circulated. The following resolution was then presented:

### **20-74 Jones-MacIntyre**

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

**CARRIED**

## **R-3 FINANCIAL UPDATES**

### **2019 Audit**

The Financial Statements were previously circulated to the Board and there being no questions, the following resolution was presented:

### **20-75 Watson-Seguin**

THAT the Board of Directors of 'Downtown Sudbury' BIA supports the Executive Committee recommendation that the Financial Statements for the year ended December 31, 2019, as prepared by KPMG be accepted.

**CARRIED**

### **Budget Update**

Copies of a budget update as at the end of March, together with the status of the Reserve Funds (as per the Audit) were previously circulated for information.

### **Reserve Funds**

The following resolution, specific to the new **street lighting program**, had previously been electronically approved by the Board through an email vote April 3/20:

### **20-71 McCausland-MacIsaac**

**WHEREAS** downtown lighting has been a constant priority and most recently identified as such through member and public surveys, as well as through the recent Strategic Plan process;

**AND WHEREAS** the Membership, at the recent AGM of February 27, 2020, indicated their support for the Board to continue the partnership with the City of Greater Sudbury for the betterment of the downtown streetlighting;

**AND WHEREAS** there is an opportunity, through a special AMO program, to partner with the City on a project in 2020 that would provide for the conversion of downtown streetlights to LED, as well as a luminaire that would provide a consistent aesthetic, as per the proposal submitted and discussed;

**BE IT THEREFORE RESOLVED THAT** the Board approves a partnership contribution of \$100,000, and that these funds will be allocated from the Special Projects Reserve Fund.

**CARRIED**

Further to the above, the following resolution was then presented:

**20-76 McCausland-Vardy**

**WHEREAS** the Board, through Res 20-71, has approved a funding partnership with the City of Greater Sudbury in the amount of \$100,000 for a new streetlighting program that will include the conversion of downtown lights to LED;  
**BE IT THEREFORE RESOLVED THAT** the balance of the commitment for the previous streetlighting program, in the amount of \$24,702 as allocated within the Special Projects Reserve Fund, be 'removed' as it has been replaced with a commitment through Res 20-71  
**CARRIED**

**R-4 NEW BUSINESS/UPDATES/OTHER**

**COVID-19 IMPACTS**

A lengthy discussion was held on the impact COVID-19 is having on BIA operations and future implications, including:

**Board Levy/Budget:**

\*discussions being held with BIA counterparts throughout the Province, potential options for future consideration if required, impact from the rent relief program, impact resulting from any vacancies  
\*the Board agreed, at this time, to continue to monitor the situation but that marketing the downtown/shop local, etc are programs that need to be invested in as we move forward with re-opening

**MOTION TO PROCEED**

**20-77 Deisinger-McCausland**

**THAT** we proceed past 9:30a.m.

**CARRIED**

**Events:**

\*Agreement that current **large events, hosted by the BIA, are cancelled** – including Ribfest. Staff will advise partners and sponsors prior to issuing a public announcement specific to Ribfest.  
\*Agreement that consideration and planning be undertaken to **prepare plans for 'new events'** that would be 'rolled out' pending lifting of restrictions – ie 'Restaurant Walk' when restaurants are allowed to open, 'Gift Card' campaign specific to retail and hospitality, etc ... Plan around a threshold rather than a specific date ... Sub-Committee established to work on this – B. McCullagh, J. MacIntyre, G. McCausland, B. Kuczma  
\***Outdoor Cafes/Patios** ... Work continues on encouraging members to submit applications in preparation for when this is allowed. A request has also been submitted that all fees associated with this program be waived for this year.  
\***Sidewalk Occupancy** ... Request has also been made to allow for a 'Blanket Occupancy Permit' (as is done for special events) for the season to allow members another opportunity

**MARKETING**

Directors were updated on recent discussions including with Studio 123, the Co-Chairs and the ED, resulting in a lengthy discussion that included:

\*need for a website 'redo' – both for technical reasons as well as to provide a more inter-active experience  
\*need for an 'Agency of Record'  
\*need for more than a website  
\*need to develop a 'strategy' (goals, needs, tools) – that is also reflective of the Board's Strategic Plan

Members then discussed the 'how to' move forward with this in a timely manner and the potential need for some guidance to ensure being both effective (for the long term) and efficient (with expenditure).

J. MacIntyre departed the meeting at this time due to the nature of the discussion and potential conflict of interest.

Members then discussed the opportunity to retain the services of J. MacIntyre in the role of advisor/consultant to facilitate the discussion on the determination of needs, goals, objectives and to further bring the Board to the next step to issue an RFP for an 'Agency of Record'. Following discussion, it was agreed to request Mr. MacIntyre submit an outline of services to meet these needs, together with attached costs.

**Purchasing Policy** ... It was also noted that the Board does not currently have a definitive purchasing policy, which was also recommended through the recent Governance Audit. The following resolution was then presented:

**20-78 McCausland-Vardy**

THAT 'Downtown Sudbury' BIA will align the Board's Purchasing Policies with the current Purchasing By-Law of the City of Greater Sudbury;

AND FURTHER THAT this shall be included in the Board's Organization Manual.

CARRIED

**NEXT MEETING(S)**

**Regular Board**

**Thursday, June 4<sup>th</sup> – 8:30am**

**ADJOURNMENT**

20-79 Watson

THAT we do now adjourn. Time: 10:15 a.m

CARRIED

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Chair

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Executive Director