

**25<sup>TH</sup> MEETING OF THE BOARD OF 'DOWNTOWN SUDBURY**

**Monday, November 18, 2013**

**Board Room, 7 Cedar St., Unit 102**

**A REGULAR MEETING OF THE BOARD HELD AT 4:30 P.M.**

**J. MACINTYRE IN THE CHAIR.**

**PRESENT**

J. Chevrier, P. Thurston, D. Brouse, A. Lenardich, N. Bertolo, B. McCullagh

**REGRETS**

F. Belli, J. Browning, S. Vincent

**ALSO PRESENT**

Guests:

Ray Mensour – City of Greater Sudbury

Rob Roy – BUREAU

**GUEST DISCUSSION**

**Ray Mensour**, City of Greater Sudbury, was introduced and provided an update on the status of discussions related to the Sudbury Arena. It was noted that the City has issued an invite for '**Expressions of Interest**' (ie who might be interested in rebuilding the arena, partnerships, etc.). This step closes the end of November and it is expected that the results will be presented to City Council in January. While Council has agreed to the need for a Sudbury Arena, the decision remains as to where – when – how – who, etc.

The existing Arena was built in 1951 and seats 4,600 ... the need is for a minimum of 6,000 seats.

Discussion included the importance and need for the Sudbury Arena to remain in the core ... as is the case in most communities ... particularly in support of the Downtown Master Plan, etc. It was agreed that 'Downtown Sudbury' submit a letter to City Council outlining this.

**PART ONE – CONSENT AGENDA**

**DECLARATIONS OF CONFLICT**

None declared.

**APPROVAL OF MINUTES**

**13-102 McCullagh – McAloney**

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

**CARRIED**

**C-1 BOARD OF DIRECTORS**

**13-103 McCullagh – McAloney**

**THAT** the Board minutes of the 24<sup>th</sup> Meeting (October 17, 2013), and the Special Meeting of the Board (October 21, 2013), as duplicated and circulated, be hereby accepted.

**CARRIED**

## **PART TWO – REGULAR AGENDA**

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### **R-3 DOWNTOWN MARKETING – BRANDING PROJECT**

Rob Roy, BUREAU, was present to provide an update on the status of this project:

- 300 **Survey Money** responses have been received. The Survey will be reposted with a closing date of the end of November.
- Approximately 1/3 of respondents claim they are downtown residents ... postal codes will be used to verify location
- It is clear that the majority of respondents care about the downtown and primarily visit to either work and/or meet friends
- Phase I has been **Research & Development** ... including research of other BIAs
- Next step will include **one-on-one interviews** with employees, owners, etc. – to reflect a good cross-section – which is expected to be undertaken by mid-December (approximately 12 – 20 interviews will be scheduled). It was recommended that the Mayor and City Councillors be included in these interviews. Board Members were also invited to submit any names of potential interviewees.
- Following the above a **visual concept** will be developed and presented to the Board – likely mid/late January ... followed by the development of an **Implementation Plan**

### **R-1 EXECUTIVE DIRECTOR'S REPORT**

Previously circulated. Questions were invited.

#### **13-104 McCullagh – Lenardich**

**THAT** the Executive Director's Report (October 2013), as duplicated and circulated, be hereby accepted.

**CARRIED**

### **R-2 CHAIR'S REPORT**

J. MacIntyre advised Directors of invitation to participate in an upcoming (November 21<sup>st</sup>) Panel to discuss homelessness, hosted by the Sudbury Library. Directors indicated that it was an honour to be invited to participate and supported the Chair in doing so. N. McAloney also expressed interest in participating (as a small business owner) if there was space available on the Panel.

### **R-4 DOWNTOWN PARTNERSHIP**

Further to the recent Special Meeting of the Board with the Board of the DVDC(October 21<sup>st</sup>), a proposal had been forwarded to DVDC. A response was subsequently received and circulated to Directors. Directors noted that while all activities are for the betterment of downtown, the Board as a whole is responsible for the actions of any of its Committees. Further to discussion, the following resolution was passed:

#### **13-105 Chevrier – Brouse**

**THAT** the Board offers the Downtown Village Development Corporation the opportunity to join the newly established Downtown Economic Development Committee, as per the recent joint meeting of the two Boards; **AND FURTHER THAT** this Committee will consist of representatives from the current DVDC, BIA, GSDC and others as deemed necessary and, as such, will operate as a Committee of the Board (including reporting to the Board on a monthly basis; receiving direction from the Board; working budget allocation; etc.)

**CARRIED**

### **R-5 2014 BUDGET/PROGRAM**

J. Chevrier advised that work needs to begin on the 2014 Budget and to assist in the preparation of a draft working paper, it was recommended that a base increase reflecting the cost-of-living (as in 2013) be considered. Directors supported that recommendation. The ED and Treasurer will prepare a draft for the next meeting of the Board.

**R-6** **PROGRAM/PROJECT UPDATES** (Information previously circulated.)

***Ribfest***

Financials were previously circulated. Further to discussion, the following resolution was presented:

**13-106 Thurston – Lenardich**

**WHEREAS** the on-site operations of the 6<sup>th</sup> Annual Downtown Ribfest was made possible through Volunteers; **AND WHEREAS** the Canadian Red Cross has been very supportive of this event from the inception, increasing both their planning and event volunteer hours;

**BE IT THEREFORE RESOLVED THAT** the Board approves a 2013 donation of \$10,000 to the Canadian Red Cross, Sudbury operation.

**CARRIED**

***Downtown Master Plan ...***

***Elgin Greenway***

Copies of minutes of the **Stompin Tom Connors Commemorative Committee** were previously circulated. J. MacIntyre provided an additional brief overview of the project and its status.

***Royal Bank Planter*** – tabled

***Parking***

Following discussion specific to the increased enforcement of parking meters, Directors agreed to request an amendment to the by-law ... that enforcement end at 5pm – as had been the practice since the ‘free parking program’ was initiated many years ago.

***CUI Project***

The Chair provided an update on the session held recently with representatives from CUI (Canadian Urban Institute) and attended by himself, the ED, A. Lenardich and B. McCullagh. While still early in the project, the session provided a status report on the information gathered to date.

**R-7** **OTHER**

***Gettys Images*** ... The Chair advised Directors of issue resulting from unauthorized use of an aerial photo of downtown on the Downtown Sudbury website.

***Christmas Decorations/Tree Lights***

The Chair advised of the ongoing challenge with Hydro and the outlets on the light standards. B. McCullagh offered to also follow-up on this.

The Chair also reminded Directors of an earlier discussion re wrapping street trees with lights and advised that initial quotes indicate a cost of approximately \$125 - \$150/tree for this work (not including cost of lights). Members agreed this would be an excellent sponsorship opportunity for members for 2014.

**NEXT MEETING**

**NO formal meeting in December. INFORMAL meeting ... MON, DEC. 16<sup>TH</sup> ... 5PM – 7PM ... location to be confirmed.**

**ADJOURNMENT**

**13-107 McCullagh – Chevrier**

**THAT** we do now adjourn. Time 6:10 p.m.

**CARRIED**

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Chair

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Executive Director