

# **33<sup>rd</sup> MEETING OF THE BOARD OF DIRECTORS OF 'DOWNTOWN SUDBURY'**

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**Monday, October 6, 2014**

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

## **A REGULAR MEETING OF THE BOARD HELD AT 4:20 P.M.**

### **J. MACINTYRE IN THE CHAIR.**

#### **PRESENT**

P.Thurston, D. Brouse, A. Lenardich, B. McCullagh, J. Browning

#### **REGRETS**

J. Chevrier, S. Vincent

#### **ALSO PRESENT**

M. Luoma                      Executive Director

G. Labelle                     Moderator/Facilitator – Mayoralty Candidates Downtown Town Hall

## **PART ONE – CONSENT AGENDA**

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### **DECLARATIONS OF CONFLICT**

J. MacIntyre declared a (perceived) conflict with the Mayoralty Candidates Town Hall discussion, as he is assisting a Candidate with marketing advice.

### **APPROVAL OF MINUTES**

#### **14-157 Brouse - Lenardich**

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

**CARRIED**

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

##### **14-158 Brouse - Lenardich**

**THAT** the Board minutes of the 32<sup>nd</sup> Meeting (September 8, 2014), as duplicated and circulated be hereby accepted.

**CARRIED**

## **PART TWO – REGULAR AGENDA**

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

Report was previously circulated and questions invited. The following resolution was then presented:

#### **14-159 Brouse - Lenardich**

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

**CARRIED**

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

J. MacIntyre advised that he attended the recent media conference for the **Downtown Indie Cinema** , on behalf of the Board. (Further information was presented later in the meeting.)

### **R-3 MAYORALTY CANDIDATES DOWNTOWN TOWN HALL**

J. MacIntyre, having declared a (perceived) conflict in this matter, stepped out of the meeting and was not present nor take part in this discussion.

Copies of the Agenda, questions, etc., as prepared by the Work Group, were circulated for discussion. B. McCullagh, D. Brouse and G. Labelle 'walked through' the format. While some minor adjustments were made, Directors agreed to the format and process.

#### **R-4    UPDATES**

##### ***Downtown Indie Cinema***

J. MacIntyre advised that the Co-op expects to make an announcement specific to 'location' in the near future. Thanks to a private donation, the organization was able to secure FedNor funding and now move forward in their next steps. They are currently selling Memberships (through Eat Local) and have been invited to attend the upcoming Mayoralty Candidates Evening to sell memberships at that time.

##### ***Workshops***

Two Member Workshops have been scheduled over the next month:

1. **Social Media – 'Speed Dating'** ... a follow-up to the 'introductory' session held in the spring.
  - \*Tuesday, October 21<sup>st</sup> ... 8am – 10am
  - \*The Motley Kitchen
  - \*\$10 Registration
  - \*Jeff MacIntyre will be conducting this workshop.
  
2. **Window Display**
  - \*Wednesday, November 5<sup>th</sup> ... 5:30pm – 7:30pm
  - \*Querney's
  - \*\$10 Registration
  - \*Anna Lenardich will be conducting this workshop.

#### **R-5    OTHER**

##### ***Chamber of Commerce – Downtown Development 'Task Force'***

J. MacIntyre advised Directors of this newly established 'Task Force' (that is a result of both a Chamber Member Survey, as well as a Chamber Board Retreat). Both he and the ED attended the first meeting of this group and, while there were some initial concerns related to yet another groups dealing with downtown issues, it appears that this Task Force is interested in supporting and lending the voice of the Chamber to issues and projects. The Chair and the ED will continue to participate in this Task Force – with reports back to the Board.

##### ***Board Election***

Directors were reminded that the election for the BIA Board of Directors will follow that of the Municipality. A meeting is scheduled with the Clerk's Department to determine timeline, process, etc. – as outlined in the governing By-Law.

##### ***2015 Program & Budget***

M. Luoma advised Directors that a draft program and budget, based on this year, will be prepared for discussion and direction and the November Board meeting.

##### ***Chamber Christmas Party***

D. Brouse suggested the Board purchase a table at the Chamber Christmas Party. Event details to be circulated.

##### ***Downtown Video***

J. MacIntyre and D. Brouse presented information specific to an opportunity to develop a downtown video – for use for economic development, website, marketing, etc. This proposal comes from a video, produced locally (Motion Arc Studio), for the Sudbury Resourceful City presentation that was subsequently not used but did appear through social media, generating 24,000 hits (in a four hour period) – that equates to roughly 192,000 views.

The proposal (further to preliminary discussion with the producer) is to amend this video/develop a specific video to showcase our downtown. It was also noted that it is this type of project that was discussed throughout the various Conference sessions attended over this year.

Further to discussion, the following resolution was presented:

**14-160 Browning – Brouse**

**THAT** the Board approve an expenditure to a maximum of \$10,000 for the production of a Downtown Video;

**AND FURTHER THAT** this video will be used to a number of years to promote downtown, as per the new branding.

**CARRIED**

It was agreed that this project expenditure will be applied to the ‘Partnerships/Economic Development’ line-item of the 2014 Budget, as it will serve as an economic development tool.

**NEXT MEETING**

**MONDAY, NOVEMBER 3<sup>RD</sup> ... 4:00 P.M.**

**Upcoming ‘Guests’:**

**November Board Meeting      \*Jason Ferrigan – Elgin Greenway update/status**

**December Board Meeting      \*Place des Arts update**

**ADJOURNMENT**

**14-161 Brouse – Lenardich**

**THAT** we do now adjourn. Time: 6:00 p.m.

**ADJOURNMENT**

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**Chair**

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**Executive Director**