

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

Thursday, October 8, 2015

LAL Board Room

A REGULAR MEETING OF THE BOARD HELD AT 4:00 P.M.

J. MACINTYRE IN THE CHAIR.

PRESENT

D. Brouse, J. Browning, R. Gregorini, K. MacIsaac, A. Vardy, S. Vincent

REGRETS

B. McCullagh, A. Gilmore, F. Cormier, D. McIntosh

ALSO PRESENT

M. Luoma	Executive Director
G. Labelle	Strategic Plan Facilitator
E. Landry	Senior Planner, City of Greater Sudbury
J. Frieburger	Expressing Vibrancy Project

PART ONE – CONSENT AGENDA

DECLARATIONS OF CONFLICT

None declared.

APPROVAL OF MINUTES

15-28 Brouse - Vincent

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

CARRIED

C-1 BOARD OF DIRECTORS

15-29 Brouse - Vincent

THAT the Board minutes of the 5th Meeting (September 3, 2015), as duplicated and circulated, be hereby accepted.

CARRIED

PART TWO – REGULAR AGENDA

R-1 EXECUTIVE DIRECTOR'S REPORT

Report previously circulated. There being no questions/discussion, the following resolution was presented:

15-30 Brouse - Vincent

THAT the Executive Director's Report (September, 2015), as duplicated and circulated, be hereby accepted.

CARRIED

R-2 CHAIR'S REPORT

Elm St. Traffic Calming

Directors were advised that a presentation was made to the Operations Committee of the City and following a very positive discussion, the project has now become permanent, as a result of a unanimous vote of the Committee. The Committee's recommendation will now go before City Council for ratification.

Agency on Record

Directors were advised that BUREAU, the Board's existing 'Agency on Record' will be relocating out-of-town and that consideration/direction be given to what the Board will do to fill this gap. It was noted that a 'Letter of Interest' has

been received by Studio 123 with Directors being reminded that the partners in this firm were originally part of BUREAU and part of the initial development of our new branding. Following a lengthy discussion (including concern related to 'programming'), it was agreed to TABLE any decision but direction was provided to use the services of Studio 123 as required in the meantime.

Elgin St. Construction

Directors were advised of various meetings, discussions and actions that have taken place over the past couple of weeks to address some major concerns in this area, including safety, communication, signage, etc. ... including a meeting with the Mayor, City Staff and Member Businesses from the block. It was also noted that weekly on-site meetings are being held with City Staff, businesses, Contractors to provide project updates and schedules.

It was also noted that all involved have agreed that further discussion is required to develop a better 'work plan' for construction in the downtown specific to the major areas of concern ... signage, communication, safety.

This project is expected to be completed by the end of October.

R-3 UPDATES

Events

*as outlined in the Executive Director's Report:

- Downtown Movie Under the Stars
- Ribfest
- Fall Back Frosh
- French Fest

Expressing Vibrancy

J. Frieburger was (re)introduced and provided an update of the project and 'Step One' that was undertaken this week, mapping out the various project streets. He further noted that, due to the time of year, the project will run longer as certain components should be undertaken in the nicer, summer weather.

The following resolution was presented:

15-31 Brouse – Vincent

WHEREAS the GSDC has approved a financial partnership in the Expressing Vibrancy project in the amount up to \$8,250; **BE IT RESOLVED THAT** the Board approves a matching expenditure of up to \$8,250 to undertake this program; **AND FURTHER THAT** this be allocated through the Development budget line item.
CARRIED

Stompin Tom Connors Statue

Directors were advised that approval has been received for the installation of the statue at the Arena, on a 'permanent' basis, until construction of the 'Durham Parkette' (Green Stairs Project) is completed in 2016. E. Landry also noted that this process has indicated the need for a 'Public Art Policy' (as identified under the Downtown Master Plan).

Multi-Use Parking Facility

E. Landry advised that City Staff will be presenting a preliminary report specific to 'incentives' to City Council, October 20th, following which it is hoped that direction will be given Staff to proceed to develop specific details. It was further noted that it is some of these incentives that would be key to the development of this project.

Patios

The Executive Director reminded Directors that while the extended patio program received approval in the spring to be a permanent program, the discussion on the fee structure is outstanding and still to be determined by the Operations Committee of the City. Following a lengthy discussion, the Executive Director is to prepare an information page on this program with options for the Board's consideration – for recommendation to the Operations Committee.

R-4 STRATEGIC PLAN

G. Labelle distributed copies of the **Draft** Strategic plan (also previously circulated) and requested Directors to advise him of any errors or omissions prior to finalizing for printing for the Member Information Session.

The Executive Director then reviewed the format for the upcoming Member Information Session and Directors selected the 'round table' Strategic Direction that they will facilitate.

Following some discussion, it was agreed to move the date of the session to

- **Thursday, November 12th ... 6pm – 8pm**
- **Respect Is Burning***

R. Gregorini to confirm location.

It was further agreed that the 'Information Package' (Draft Strategic Plan outline) to be distributed that evening be printed in a manner/format that maintains the level of branding standards that has been established. In addition, it was also agreed that a 'postcard' be produced as an 'invitation' to members.

The following resolution was then presented:

15-32 Brouse – Vincent

THAT the Board approves the DRAFT Strategic Plan 2016-2019;

AND FURTHER THAT this draft plan be presented to the General Membership for their feedback and input, at a special information session to be held Thursday, November 12, 2015.

CARRIED

R-5 OTHER

Christmas Decorations

*two submissions have been received from 'Christmas Decoration' companies, further to visits over the summer

*continue to experience challenges in trying to have planter power repaired

*questions raised:

-can decorations be rented (with installation and removal)? ... staff to follow-up on

-can we invite members to 'decorate' the planters in front of their business ... maybe a 'contest'? ... it was noted that the City will need to be contact should we wish to proceed with this

-Memorial Park ... can we 'light up' the park, utilize the skating rink, incorporate a 'Christmas Market' ... what is the status of the 'Festival of Trees' props and might they be available for this

Further to the above discussion, a 'work group' was established to develop this project and report back to the Board ... J. MacIntyre, K. Maclsaac, R. Gregorini, E. Landry, Staff

Downtown Liquor Store

The question was raised as to why this store is not open the same hours as the other stores in the City. Also, why does it not carry the variety.

NEXT MEETING

REGULAR

... THURSDAY, NOVEMBER 5TH ... 4PM

SPECIAL MEMBER SESSION

... THURSDAY, NOVEMBER 12TH ... 6PM

ADJOURNMENT

15-33 Brouse

THAT we do now adjourn. Time: 5:45 pm

CARRIED

Chair _____

Executive Director _____