

SEVENTEENTH MEETING OF THE BOARD OF DIRECTORS OF 'DOWNTOWN SUBBURY'

Thursday, September 3, 2020, via ZOOM

AN ELECTRONIC MEETING OF THE BOARD HELD AT 8:30 A.M.

K. MACISAAC IN THE CHAIR.

PRESENT

B. Deisinger, J. MacIntyre, W. Watson (dep 9:30 am), R. Jones, J. Arnold, A. Vardy

REGRETS

B. McCullagh, J. Seguin, G. McCausland

ALSO PRESENT

M. Luoma – Executive Director

DECLARATIONS OF CONFLICT

None declared.

PART ONE – CONSENT AGENDA

APPROVAL OF MINUTES

C-1 BOARD OF DIRECTORS

20-96 Deisinger-Vardy

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

CARRIED

20-97 Deisinger-Vardy

THAT the Board minutes of the 16th Meeting of the Board (August 6, 2020) as duplicated and circulated, be hereby accepted.

CARRIED

PART TWO – REGULAR AGENDA

R-1 CO-CHAIR'S REPORT

TABLED – discussion/updates will be covered through the various agenda items.

R-2 EXECUTIVE DIRECTOR'S REPORT

Report for the month of August was previously circulated. Questions were invited and the following resolution was then presented:

20-98 Vardy-Deisinger

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

CARRIED

R-3 FINANCIAL UPDATE

Budget update as at July 30th was previously circulated.

Directors were advised that, while there is a balance in 'Events', there are new activities currently being planned (ie Downtown Jazzed Up!) that will utilize some of these funds. The ED will follow-up with the City in an attempt to get a handle on any levy loss for this year. While there is generally an 'adjustment' required due to this (ie appeals, etc.), this year may see an increase due to challenges presented by COVID-19 and resulting vacancies.

For Information

R-4 UPDATES

***GOVERNANCE & OPERATIONS**

Memorandum of Understanding ... Initial discussion, with City partners, is expected to be scheduled in September. Directors were advised that the official By-Law amendment, as approved by Council in July, will be presented at Council's September 8th meeting for approval.

Policy – Distribution of BIA membership listing ... As outlined in information previously circulated to the Board (current 'practice', provincial BIAs feedback, discussion with Legal Dept), the following resolution was presented:

20-99 Deisinger-MacIntyre

WHEREAS there are requests from time to time for the Downtown Sudbury BIA membership listing, it shall be the Policy of the Board that this listing is not distributed but rather options presented to those that request said list:

1. BIA membership, with the public information, is contained in the 'Directory' portion of the website – www.downtownsudbury.com
2. The BIA will assist in the distribution of pertinent information to members.

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

CARRIED

Membership Survey ... Further to discussion, the following resolution was presented:

20-100 Vardy-Arnold

WHEREAS 2020 has presented incredible challenges to the BIA membership as a result of COVID-19;

AND WHEREAS it is critical to gauge member needs and how the Board's Strategic Plan and direction may be adjusted to adapt to the challenges and needs facing our downtown;

BE IT THEREFORE RESOLVED THAT the Board, through Oraclepoll Research, conduct a Member Survey.

CARRIED

Budget allocation to undertake this is expected to not exceed \$3,000.

Directors Watson and Vardy offered to provide assistance in vetting the questions, prior to circulating the draft to the Board for final approval

***ADVOCACY**

YMCA – Youth Drop-In ... K. Maclsaac provided an update on the reopening plans, as well as the financial challenges that continue to face the YMCA. Members reaffirmed their previous discussions and interest to support the development of a Youth Drop-In Centre at the Y, but also cautioned that this is specific to this budget year (ending December 31, 2020). If the project is not realized this year, this does not preclude Board discussion for 2021.

'Win This Space' – Pop-Up Retail ... The ED will be having preliminary discussions on both of these programs with GSDC and will report back to the Board with recommendations for moving forward.

***COMMUNITY**

Streetscape:

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|------------------------|---|
| Streetlight conversion | –The downtown portion is expected to begin mid-September |
| CMHA Partnership | –Now that the building construction is complete and the 'move-in' in underway, discussion on the downtown partnership for cleaning has been reactivated. CMHA continues to be very interested in pursuing this. Information on a similar program in Peterborough has been forwarded as an example of the potential format. Further details to come. |
| Winter maintenance | -Directors were advised that details on a program previously discussed specific to a mechanical ice breaker on sidewalks to help address ice/snow pack buildup is expected to be presented to the Operations Committee and, if approved, would be utilized as a 'Pilot Project' including in the downtown this winter season. BIA staff will work with the City to gather feedback from members, etc. |
| Garbage units | J. Arnold advised of ongoing discussions that are looking at utilizing a different garbage bin that also includes a design specific for urban environments, is semi-underground thereby requiring less space on site and less 'pick-ups' and may be beneficial to consider a 'pilot project' for downtown. Further discussion required. |

Patio Program ... Surveys have been prepared that will be conducted with various groups to acquire information that will assist the work group (City, BIA) to move forward with a 2021 plan – including participating businesses, other BIAs, members in general, the public, etc.

Events:

- Downtown Jazzed Up Partnership with Sudbury Arts Council and Jazz Sudbury, which will feature both visual and performing artists on Saturdays in September (beginning Sept. 12th) and, weather permitting, into October. Locations will include: TD Canada Trust parking lot; YMCA outside 'courtyard'; various patios; sidewalk/street art. This is a 'pilot project' that, if successful, will be developed further for summer 2021.
- Gift Card Program Introductory letter to businesses is expected to go out over the next week, with the goal of having at least 20 businesses participating at the outset.

Marketing ... J. MacIntyre advised that a strategy has been developed that will focus on specific segments that will then be 'attached' to the proper media ... ie Sept/Oct specific to the return of students – Nov specific to Christmas retail – December specific to Christmas hospitality. Each will focus on that related business sector.

Safety ... The ED provided an overview of recent discussion with SACY specific to their Harm Reduction Program, downtown focus, etc. Directors had a lengthy discussion on the current situation (garbage, needles, perceptions, social issues, etc) noting that these issues/concerns are City-wide and, in fact, throughout downtowns and communities throughout the Province. The ED further advised of numerous discussions at various levels, currently ongoing, in an attempt to address the short term/immediate needs. K. MacIsaac, M. Luoma and G. McCausland will be involved in these discussions and report back to the Board with developments.

R-5 NEW BUSINESS/OTHER

2020 OBIAA Conference This has been formally cancelled for this year and the registration fee has been held over for the 2021 Conference, thereby taking advantage of a continued 2020 rate.

IDA Conference As the IDA (International Downtown Association) Annual Conference will be held virtually this year (October 6-8), it provides an excellent opportunity for the Board (Directors/Staff) to 'attend' and take advantage of a wider learning experience. Information will be circulated to Directors who are asked to review and advise the ED of their interest to attend.

Incubator Project J. Arnold raised the question as to the opportunity for the BIA to participate in this project and the importance that this be located in the core – as a prime example of a 'central place function'. The ED to follow up on the current status of this project. In addition, a work group was established to discuss further on the potential role the BIA might take (Directors Arnold, Jones, Vardy, MacIntyre).

NEXT MEETING

THURSDAY, OCTOBER 1ST – 8:30 AM

Horizon Partners Board Room (providing COVID-19 protocols and social distancing can be followed)

ADJOURNMENT

20-101 MacIntyre

THAT we do now adjourn. Time: 10:30 a.m.

CARRIED

Chair

Executive Director