

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

Monday, March 18, 2019, YMCA Board Room

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

B. MCCULLAGH IN THE CHAIR

PRESENT

K. MacIsaac, B. Deisinger, J. MacIntyre, J. Seguin, A. Vardy, W. Watson, G. McCausland

REGRETS

A. Roy, J. Arnold

ALSO PRESENT

M. Luoma – Executive Director

L. Franklin - GSDC

PART ONE – CONSENT AGENDA

DECLARATIONS OF CONFLICT - None declared.

APPROVAL OF MINUTES

C-1 & C-2 BOARD OF DIRECTORS

19-10 Deisinger - Watson

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

CARRIED

19-11 Seguin – Deisinger

THAT the Board minutes of the Special Meeting (February 25, 2019) and the minutes of the Annual General Meeting (February 27, 2019) as duplicated and circulated, be hereby accepted.

CARRIED

PART TWO – REGULAR AGENDA

R-1 CO-CHAIRS' REPORT

City Audit ... B. McCullagh updated Directors on the recent meeting with the City Auditor re Governance Review. This was a preliminary meeting to outline the purpose, timeline, requirements, etc., noting that it is expected that a report will be completed by June for presentation to City Council. Various items to be reviewed and discussed include (but not limited to): Board minutes, Organization Policies (including procurement policy), Member communications (meetings, survey, feedback/input opportunities), 'agreements with the City (ie 'Win This Space'), Strategic Plan. It was further noted that the objective is to ensure that procedures and policies are in line with those of the City, as well as the governing legislation for BIAs and opportunities for enhancement, clarification, etc.

R-2 EXECUTIVE DIRECTOR'S REPORT

The Executive Director's Report for the months of January/February was previously circulated. Question were invited and the following resolution presented:

19-12 Watson – Deisinger

THAT the Executive Director's Report for January/February 2019, as duplicated and circulated, be hereby accepted.

CARRIED

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R-3 STRATEGIC PLANNING DISCUSSION

Annual General Meeting

It was noted that there were approximately 70 in attendance at the AGM (February 27th), including strong representation from Partners – including City representatives and the Greater Sudbury Police Service.

Member feedback received that evening generally reflected that of the Board (notes attached).

Strategic Planning Session

It was agreed that a Facilitator be retained to assist and guide the Board through this process, noting that this will require a time commitment from Directors to be effective. The ED was directed to contact E. Savage to request if she is able to assist with this and then to determine an appropriate schedule.

R-4 NEW BUSINESS/UPDATES/OTHER

Opportunity for BIAs throughout Greater Sudbury

Directors discussed the opportunities and benefits for commercial districts throughout the community to consider the establishment of a BIA. While this has been discussed in the past, at this time there are two BIAs – Flour Mill and Downtown Sudbury. It was further noted that the Planning Department (E. Landry) and the ED have offered to assist in any discussions should there be interest.

Special Events/Festivals

A lengthy discussion was held on BIA hosted events/festivals (ie Ribfest) including:

- How is success measured – attendance, visitors
- Need to engage member participation
- How do we leverage the event to benefit our members
- Importance of data/information collection and use of that to support and grow sponsorship opportunities
- Ribfest – positive and negative feedback – how do we determine its benefit and should it be continued or replaced with another event with a stronger focus on members (ie 'Taste of Downtown')

Following discussion it was agreed that a quick Member Survey be conducted to determine level of support to existing BIA hosted events, new ideas, etc. ... and further that the Board hold a specific discussion on this – separate from the Strategic Plan discussions.

NEXT MEETING(S)

Regular Board

Thursday, April 4th ... 8:30 a.m. ... YMCA Board Room

***NOTE – Directors were invited to join the YMCA Pancake Breakfast prior to the meeting**

Meeting Focus: *Guest – Eleethea Savage, Junction North
*Strategic Plan – confirmation of facilitator, dates, process
*Festivals/Events – member survey results, improvements, next steps
*'Quick Wins' – Spring Clean-Up; 'App-a-Thon'; Tree Lighting

ADJOURNMENT

19-13 Vardy

THAT we do now adjourn. Time: 9:45 a.m.

CARRIED

Chair

Executive Director

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