



A G E N D A

FOR THE REGULAR MEETING OF THE DIRECTORS OF THE CITY OF GREATER SUDBURY COMMUNITY DEVELOPMENT CORPORATION

**To be held on:
Wednesday, July 8, 2020
Videoconference Call
at 11:30 a.m.**

	<u>Pages</u>
1. 11:30 Declaration of Conflict of Interest	
2. Tourism Development Committee Update	1 - 3
3. Call for Subcommittee Members	4 - 7
· Airport Board	
· Greater Sudbury Catalyst Fund	
4. Strategic Planning for Recovery Committee	8 - 10
· Terms of Reference	
· Call for Participation	
5. Adjournment	

Next Meeting: August 12th, 2020

**MINUTES OF THE REGULAR MEETING OF THE BOARD
OF DIRECTORS OF THE CITY OF GREATER SUDBURY
COMMUNITY DEVELOPMENT CORPORATION**

Via Videoconference

Wednesday, July 8th, 2020

Commencement: 11:32 a.m.

- Chair: **ANDRÉE LACROIX IN THE CHAIR**
- Present: Lisa Demmer, Joanne Gervais, Andrée Lacroix, Mike Ladyk, Mike Mayhew, Peter Nykilchuk, David Paquette, Claire Parkinson, Shawn Poland, Jeff Portelance, Councillor Mark Signoretti
- Regrets: Mayor Brian Bigger, Erin Danyliw, Councillor Bill Leduc, Councilor Gerry Montpellier
- Guests: Pierre Seguin, Ministry of Energy, Northern Development and Mines
- City Officials: Meredith Armstrong, Rebecca Brooks, Liesel Franklin, Dana Jennings, Pat McCauley, Barb McDougall, Liam McGill, Scott Rennie, Alex Ross
- Agenda Review: No additions to the agenda.
- Conflict of Interest: No conflicts noted at this time.
- Tourism Development Committee Update: Peter Nykilchuk provided an update on the activities of the Tourism Development Committee. June 9th was the launch of the Tourism Development Fund (TDF) and was heavily promoted on social media. The first meeting to review applications is scheduled to take place July 22nd with monthly meetings to follow in a similar process to C.E.D. applications.
- Functionality through Survey Monkey will be utilized in order to review and grade incoming applications.
- 2020 workplan and budget is being reconsidered in light of the global pandemic. Marketing surrounding travel is precarious at this time and the committee is looking to strike a balance between driving economic activity through tourism and heading the advice of the Sudbury and District Health Unit.
- With regards to product development strategy, staff presented a proposal to invest in a strategy which would work in conjunction with North Bay, supported by Destination Northern Ontario, to develop an integrated plan to bring both cities together for the purpose of visitor attraction.

A consultant will be engaged to explore opportunities for attraction with both Greater Sudbury and North Bay both contributing to the overall cost. A portion of the workplan has been altered to provide a more conservative cash flow projection based on COVID restrictions so that once restrictions are lifted, additional funds are available to market to potential visitors more aggressively. Examples of previous partnership projects with North Bay was provided

This strategy is comprised of three components, including a Sudbury-specific campaign, a North Bay-specific plan and a joint campaign. Each campaign will emphasis re-opening in a safe and responsible manner.

Call for
Subcommittee
Members:

Call for GSDC subcommittee board participation was requested, beginning with membership on the Greater Sudbury Airport Board.

2020 – 060 – Jeff Portelance / Peter Nykilchuk

That the following two directors be nominated to serve on the Greater Sudbury Airport Board Community Development Corporation (GSACDC) Board for a one (1) year term ending June 24, 2021:

1. David Paquette
2. Anthony Lawley

CARRIED

In Liam McGill's absence, Meredith Armstrong then spoke to involvement in the Sudbury Catalyst Fund subcommittee. Noted as one of the GSDC priority projects, the fund is a partnership administered by the Nickel Basin Federal Development Corporation with input from the GSDC as well as NORCAT. In order to preserve corporate memory, it is recommended that though no longer GSDC members, Daran Moxam and Brent Battistelli remain as GSDC representatives, with a new board member elected in an observer role for one year before he or she is permitted to vote on investments. Mr. Moxam and Mr. Battistelli have been instrumental in the creation of the fund and as such, this approach has been approved by all contributing partners.

Both Jennifer Abols and Mike Mayhew put their name forward and as two additional observation roles was not the anticipated plan, it was agreed that the suggestion of two participants be brought to the Catalyst committee for their approval before proceeding. The motion will be deferred at this time and once the feedback and approach is approved by the subcommittee, staff will return to the Board with updated documentation.

Economic Recovery
Subcommittee

Meredith Armstrong spoke to the background and creation of the Economic Recovery Subcommittee. The preliminary terms of reference drafted by staff were presented for consideration. The focus of the group will be the utilization of the skills and networks of board members to generate ideas, actions and awareness surrounding economic recovery during pandemic planning. It is intended to be a group of three to five board members who will meet with staff to create short to medium (12 – 18 month) goals including outreach to various sectors. The committee will meet into the Fall 2020 before implementation of agreed upon actions.

Several board members volunteered to contribute to the committee after a brief discussion surrounding potential for conflicts of interest.

2020 – 061 – Joanne Gervais / Mike Mayhew

WHEREAS on June 10, 2020 the Greater Sudbury Development Corporation (GSDC) Board agreed to establish an Economic Recovery Committee to provide input and guidance for the development of a Strategic Plan that will define the role of the GSDC Board in supporting economic recovery in Greater Sudbury resulting from COVID-19; and

WHEREAS at the June 24th, 2020 meeting of the GSDC Board, staff presented a Terms of Reference to outline the role of the Economic Recovery Committee and its mandate to oversee the creation of this plan for review and adoption by the GSDC Board;

THEREFORE BE IT RESOLVED That the GSDC Board of Directors accept the COVID-19 Economic Recovery Plan Steering Committee Terms of Reference; and,

That the following members be appointed to the Economic Recovery Plan Steering Committee for a two (2) month term ending September 2020:

1. Jeff Portelance
2. Mike Ladyk
3. Claire Parkinson
4. Andree Lacroix
5. Peter Nykilchuk

CARRIED

As not all members of the Board were present on the call, it was agreed that participation on the committee can follow a fluid model whereby all other members are welcome to attend as their schedule allows in addition to the members identified above.

Adjourned 12:22

Next meeting August 12th, 2020

Chair

Secretary