



AGENDA

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

To be held on:
Wednesday, August 12th, 2020
Conference Call
at 11:30 a.m.

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Next Meeting: September 9^h, 2020

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

Via Videoconference

Wednesday, August 19th, 2020

Commencement: 11:32 a.m.

Chair: **ANDRÉE LACROIX IN THE CHAIR**

Present: Mayor Brian Bigger, Lisa Demmer, Joanne Gervais, Andrée Lacroix, Mike Ladyk, Anthony Lawley, Mike Mayhew, Peter Nykilchuk, David Paquette, Claire Parkinson, Shawn Poland, Jeff Portelance, Councillor Mark Signoretti

Regrets: 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.

Adoption of Minutes: **2020 – 061 – Lisa Demmer / Mike Ladyk**

That the minutes of the Greater Sudbury Development Corporation Board of Directors Regular meeting of June 10th, 2020 be adopted.

CARRIED

Executive Minutes: No comments or questions arising at this time.

REPORTS *Directors Report*

A complete report was provided in the agenda package. Meredith Armstrong provided several highlights including:

- As of August 7th, staff has contacted 206 local businesses to discuss challenges presented by COVID with business owners
- Since the beginning of the pandemic, Economic Development staff has contacted 482 businesses overall

- The Economic Recovery Committee is underway in their recovery planning efforts.
- The Business Hotline continues to take calls and provide information.
- The City of Greater Sudbury was the eighth lowest city with regards to unemployment in comparison to major areas across Canada.
- Records were broken in June in terms of housing sales, with house prices up 12%. Homes are selling quickly, at a higher than average price.
- Procuring supplies and qualified labour continues to be a challenge with regard to new builds.
- IAMGOLD has recently announced the commencement of its gold mine project in Gogama. It is anticipated that a large number of the workforce will be drawn from Greater Sudbury. This is also spurring more overall investment inquiries.
- Sudbury's current hotel occupancy rate is up over 23%, as is demonstrated by data gathered by CBRE. This is an encouraging indicator as the Tourism sector has been affected tremendously by the pandemic
- A new tourism website has been launched. Board members are encouraged to search for www.discoversudbury.ca
- Staff has been working closely with Science North in development of their new *Climate Action Show* object theatre. The project is funded by the GSDC with approval by City Council.
- Sudbury is partnering with North Bay and Destination Northern Ontario on a product development strategy. The final strategy is set to be completed by December 2020 and will help to inform development moving into 2021.
- Despite challenges in securing insurance, several filming projects have commenced in the community.
- The Regional Business Centre has experienced an uptake in the inquiries received.
- Enrique Paraco has been working with the Local Immigration Partnership on anti-racism and cross cultural training. More information will be brought forward in the fall.
- Five applicants have been recommended to the Community Selection Committee of the Rural and Northern Immigration Pilot (RNIP) this month, signifying the addition of twelve newcomers to Greater Sudbury. At this time, English language tests have been suspended for Sudbury RNIP candidates. Candidates who require the certification may travel to Toronto to go through the testing process.

Economic Recovery Committee Update

Co-chair Claire Parkinson provided an update on the activities of the Economic Recovery Committee (ERC). The committee held its second meeting on August 7th where suggested consultation approaches, timelines and key messaging were discussed. Stakeholder meetings have begun and staff and committee members are conducting 1-1 interviews with several key stakeholders across various sectors. The *Over to You* website will also provide a platform for feedback.

Policy Review Committee

In light of the recently accepted Operating Agreement, Meredith Armstrong provided a brief background on governance work and the proposed creation of a policy review committee. The committee would meet quarterly in order to ensure Board policies are updated and efficient. Three members are requested for a one year term to collaborate with staff, including the City's Legal Department.

2020 – 062 – Mayor Brian Bigger / Jennifer Abols

WHEREAS the City of Greater Sudbury Auditor General's 2018 report on the Greater Sudbury Development Corporation (GSDC) governance structure included a recommendation to review and update the current Operating Agreement of the GSDC, which is dated May 3, 2007; and

WHEREAS the Board embarked on additional work to review the governance structure of the Greater Sudbury Development Corporation, including an independent consultant report completed in consultation with Board members; and

WHEREAS the GSDC Board has endorsed a renewed Operating Agreement that incorporates the appropriate recommendations from this review process in order to confirm a shared understanding of the roles and responsibilities of the GSDC Board in terms of its work with the City of Greater Sudbury, as expressed in the Board Motion 2020-042 approved on June 24th, 2020; and

WHEREAS the Board is committed to implementing this new Operating Agreement in a consistent and transparent manner to ensure the bylaws, policies and procedures of the Board are in alignment with the terms of the Agreement;

THEREFORE BE IT RESOLVED that the Greater Sudbury Development Corporation Board of Directors establish a Policy Review Committee to collaborate with staff on the implementation of the new Operating Agreement and the updating of related Board policies, the process of which to be reported to the GSDC Board on a regular basis, consisting of the following members, for a term of one year, to be reviewed and update as a regular part of each Annual General Meeting:

1. Lisa Demmer
2. Joanne Gervais
3. Shawn Poland

CARRIED

C.E.D. Report – July 31st

Mike Ladyk provided an update on the activities of the Community Economic Development (C.E.D.) Committee. The committee met at the end of July to consider two project proposals.

The first proponent, Collège Boréal, provided a presentation regarding their Backflow Prevention Training Program. In 2017, many municipalities mandated the use of backflow measures. At this time, trades people must train for accreditation outside of Greater Sudbury as it is not offered locally at this time. The requested funding would be allocated toward the equipment and facility upgrades required to offer this program at Collège Boréal in both French and English.

2020 – 063 – Joanne Gervais / Erin Danyliw

WHEREAS Collège Boréal is a publicly funded French-language college with a mandate to offer post-secondary programs and training, also providing adult learners with a wide variety of training opportunities specifically adapted to job market needs across the province, and

WHEREAS municipalities across Ontario, including Greater Sudbury Bylaw 2017-217 passed December 12th, 2017, have implemented new by-laws requiring the installation and inspection of backflow prevention devices and this specialized plumbing training is not currently available in Northern Ontario, and

WHEREAS Collège Boréal intends to build a permanent training facility that provides training to plumbers and plumbing apprentices in the installation and repair of backflow prevention devices, and

WHEREAS the proposed project aligns with the City's Economic Development Strategic Plan *From the Ground Up* by having a direct link to goal three (a highly skilled and creative workforce) and goal nine (develop and attract programs and services that fill research, innovation and commercialization gaps in the region);

THEREFORE BE IT RESOLVED THAT the Greater Sudbury Community Development Corporation Board of Directors support funding in the amount of \$22,303, subject to a 10 percent holdback to be released upon project completion and submission of the final report; and

THAT the GSDC logo be displayed on marketing materials, temporary signage during the construction project, permanent signage in the training facility acknowledging financial support, Collège Boréal website and related collateral.

CARRIED

The presentation was a returning application, originally presented in April. Indie Cinema came back before the committee with updated financials and more throughout projections. Based on the updated information, committee recommends that half of the originally requested \$40,000 be provided to assist with the recruitment of a Theatre Manager.

Clarification was provided on the function and role of a Theatre Manager in contrast to a Theatre Director. It was noted that the funds do not have to be allotted directly to salary only.

2020 – 064 – Lisa Demmer / David Paquette

WHEREAS the Sudbury Downtown Independent Cinema Co-operative (SDICC) is a not-for-profit organization with the mandate of screening independent films and providing space for other creative pursuits; and

WHEREAS the Greater Sudbury Development Corporation supports Indie Cinema's objective of revitalizing the Downtown area, supporting the local film industry and encouraging tourism and hospitality activity in Greater Sudbury in alignment with our strategic plan, *From the Ground Up*; and

WHEREAS in 2015, the Greater Sudbury Development Corporation approved the SDICC in the amount of \$55,215 for capital upgrades as approved in motion 2015-047; and

WHEREAS SDICC has requested funding in the amount of \$40,000 to hire a Theatre Manager from September 1st 2020 to August 31st 2021; and

WHEREAS the CED Committee has requested confirmation of the SDICC's capacity to obtain other sources of revenue including donations and sponsorships in order to demonstrate the longer term sustainability of this organization;

THEREFORE BE IT RESOLVED THAT the Greater Sudbury Development Corporation support SDICC with \$20,000 from the 2020 CED fund to cover a portion of the costs to hire a Theatre Manager, with recruitment to be completed by or before November 1, 2020;

FURTHER, that SDICC may consider requesting additional funding from the CED fund in the spring of 2021, with the expectation that the organization would provide data on their success in meeting their outlined financial projections as well as clear plans to secure other identified revenue sources; and

FURTHER, that the \$20,000 payment be subject to a 10% holdback equivalent to \$2,000 which will be retained and released only upon receipt of a satisfactory final report on progress and deliverables by the fall of 2021; and

Finally, that the Resourceful City logo be supported and used on all SDICC communication materials including on their website in acknowledgement of this contribution.

CARRIED

Tourism
Development
Committee Update:

Peter Nykilchuk provided an update on the activities of the Tourism Development Committee. The committee has met several times since the last update to review TDC Fund Phase I applications. Committee members continues to work with staff on project evaluation criteria.

The marketing plan has also been re-examined due to changing COVID recommendations and restrictions. Hyper-local digital campaigns have begun, targeting Northern Ontario communities with an emphasis on travelling within current safety guidelines. Additional modification is expected in the coming weeks, as guidelines change.

Employment Lands
Strategy Update:

After summarizing the background of the project, Liam McGill provided an update on the Employment Lands Strategy Project. A consultant has been engaged to develop an inventory and assessing investment-readiness of existing employment lands as well providing comparison data of other communities in terms of availability and pricing. Recommendations as to attraction methods will be provided. Stakeholders, landowners and members of Council have are in the process of being contacted in order to provide feedback.

Staff will be providing an update to the Finance and Administration Committee of Council in September. Each time a project milestone is completed and an associated report is received by the consultant, it will be shared with both City Council and the GSDC Board.

Sudbury
Catalyst Fund
Update:

Liam McGill provided background to the Sudbury Catalyst Fund (formally the Seed Capital Fund). This is a GSDC Board supported initiative which went launched in February. The Sudbury Catalyst Fund Investment Committee has received applications for funding and has since approved the first investment of \$250,000 in FORTAI, an advanced technology and product manufacturing company focused on delivering innovative value chain management and savings to the mining industry.

FORTAI's ADMMIT technology, an independent inventory management system tracks and manages material movement in real-time. The technology also works in conjunction with a customizable container named the SmartCube, which assists in the material management process.

2020 – 065 – Peter Nykilchuk /Shawn Poland

That the Greater Sudbury Development Corporation Board of Directors regular meeting adjourn and move to closed session.

CARRIED

Adjourned 12:27

Next meeting September 9th, 2020

A. Lacroix

Chair

M. Armstrong

Secretary