



AGENDA

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

To be held on:
Wednesday, September 9th, 2020
Conference Call
at 11:30 a.m.

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Next Meeting: October 14th, 2020

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

Via Videoconference

Wednesday, September 9th, 2020

Commencement: 11:35 a.m.

Chair: **ANDRÉE LACROIX IN THE CHAIR**

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

Regrets: Councillor Bill Leduc, Councilor Gerry Montpellier,

Guests: Chanelle Pépin, Local Immigration Partnership (LIP)

City Officials: Meredith Armstrong, Rebecca Brooks, Liesel Franklin, Dana Jennings, Barb McDougall, Liam McGill, Enrique Paraco, Alex Ross

Agenda Review: No additions to the agenda.

Conflict of Interest: No conflicts noted at this time.

Adoption of Minutes: **2020 – 069 – Jennifer Abols / Joanne Gervais**

That the minutes of the Greater Sudbury Development Corporation Board of Directors Regular meeting of June 24th, 2020 be adopted.

CARRIED

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

PRESENTATION

Local Immigration Partnership (LIP)

*Chanelle Pépin, Chair Local Immigration Partnership Board of Directors
Enrique Paraco, Immigration Development Officer, City of Greater Sudbury*

Enrique Paraco began the presentation with introductions and background to the LIP, indicating the difference between the functions of the LIP (settlement and retention) and the Rural and Northern Immigration Pilot Project (attraction). The LIP Board of Directors' mandate is to support local newcomers.

Working closely with Immigration, Refugees and Citizenship Canada (IRCC), the LIP analyzes newcomer needs and challenges through working groups with resulting programs devised to assist newcomers with the overall goal of citizen retention.

LIP activities fall under Economic Development as newcomer growth is linked to economic growth. It has been demonstrated that a welcoming community is grounds for entrepreneurship and workforce retention, while diversity is linked to the increase in perspective and problem-solving capacity. The GSDC has provided support in awareness, networking opportunity and marketing capacity.

An infographic was provided outlining the reasons immigration is essential to growth in Greater Sudbury.

Ms. Pépin discussed current activities of the LIP including anti-racism and anti-discrimination efforts, cross-cultural training, cultural outreach initiatives and the launch of an *Immigration Matters* marketing awareness campaign. Many of these activities are in partnership with local organizations including the Greater Sudbury Police, Laurentian University and local multi-cultural organizations.

Cross-cultural training was identified as an area needing additional support and promotion. Training was provided by an organization in London, Ontario which specializes in the administration of cross-cultural training. GSDC Board members can assist by promoting the once more widely available and by providing feedback on any organizations who may be interested in receiving training.

In the short-term, aside from training, offering information to the general public on immigration and why it matters is a significant LIP goal. The GSDC can help by initiating conversations with their respective networks.

Performance measures of the marketing campaign will be established by way of consultant engagement and strategic planning in the coming weeks. The recovery of our community is tied to the retention of newcomers and as such, is an important economic driver.

Interest in participating in the cross-cultural training was expressed as well as the suggestion of a joint media campaign surrounding dispelling myths on immigration. More information will follow.

REPORTS

Directors Report

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

- Labour market data indicates Sudbury is a favourable position in comparison to provincial and national unemployment.
- July was another strong month in terms of number of homes sold, demonstrated by reports provided by the Sudbury Real Estate Board. The increase is tied to lower interest rates.

- Film activity is on the rise with several productions shooting around Greater Sudbury.

Various avenues to share the positive economic information with a broader audience are being investigated including news releases, presentations to outside organizations and media interviews.

Economic Recovery Committee Update

Co-chair Claire Parkinson provided an update on the activities of the Economic Recovery Committee (ERC). The committee met on August 31st to review the consultation process and progress thus far. At this time, six focus group sessions have been held across various industries. One on one interviews also continue. The committee is set to meet again on September 22nd to brainstorm key themes and analyzing data gathered during the consultation process.

Board members are encouraged to reach out to their networks, regardless of industry.

C.E.D. Report – August 28th

Lisa Demmer provided an update on the activities of the Community Economic Development (C.E.D.) Committee. The committee met at the end of August to consider release of the holdback amount to the March of Dimes for their assisted living facility project.

The project was originally presented to and supported by the GSDC Board in 2016, with completion in 2019. The facility for those with acquired brain injuries, welcomed its first tenants in late 2019. Due to COVID, some updates to equipment was delayed, however, is currently in progress.

2020 – 070 – Jeff Portelance / Shawn Poland

WHEREAS the March of Dimes sought the Greater Sudbury Development Corporation's support for the construction of a new supportive housing facility for individuals suffering an acquired brain injury; and

WHEREAS the Greater Sudbury Development Corporation Board of Directors approved financial support to the March of Dimes in the amount of \$150,000 during its Regular Board meeting of August 3rd 2016 (Motion 2016-065); and

WHEREAS the amount of \$135,000 was disbursed in December 2018; and

WHEREAS the March of Dimes has reported on its project deliverables, has requested the final payment of \$15,000, and their final report has been reviewed and recommended by Economic Development staff;

THEREFORE BE IT RESOLVED THAT the Greater Sudbury Development Corporation Board of Directors support the final payment request from the March of Dimes, to be released immediately.

CARRIED

Tourism
Development
Committee Update:

Peter Nykilchuk provided an update on the activities of the Tourism Development Committee. The committee has continued to make adjustments to the marketing plan.

A Tourism Development Fund meeting is set to take place in October with one application ready to be brought forward.

Sudbury
Catalyst Fund
Representation:

In order to provide for succession planning, it was agreed that GSDC Board members be allowed to participate in Catalyst Fund Investment Committee meetings as non-voting members. Once the term for current GSDC representation (Brent Battistelli and Daran Moxam) has concluded, the members will then be allowed to vote on investment opportunities.

A second motion was also tabled to confirm authorization to transfer the previously approved funds to the project.

2020 – 071 - Joanne Gervais / Jeff Portelance

WHEREAS The City of Greater Sudbury's Strategic Plan identifies "Business Attraction, Development and Retention" as well as "Economic Capacity and Investment Readiness" as two of its Strategic Goals for 2019-2027; and,

WHEREAS Greater Sudbury's economic development strategic plan *From the Ground Up* identifies "a robust entrepreneurship ecosystem" as one of its nine priorities; and,

WHEREAS the Greater Sudbury Development Corporation (GSDC) Board of Directors has identified the creation of a Seed Capital Fund as one of its priority projects; and,

WHEREAS City Council and the GSDC Board of Directors have approved an investment of \$1 million over five years to establish a Seed Capital Fund in collaboration with the Nickel Basin Federal Development Corporation and NORCAT;

THEREFORE BE IT RESOLVED that Mike Mayhew and Jennifer Abols be appointed to serve as GSDC representatives on the Fund's Investment Committee in an observer status for up to one year, prior to receiving full voting rights in June 2021; and,

FURTHER that their terms on the Investment Committee will correspond with their terms on the GSDC Board, subject to reaffirmation at the GSDC's Annual General Meeting.

CARRIED

2020 – 072 - David Paquette / Lisa Demmer

WHEREAS The City of Greater Sudbury's Strategic Plan identifies "Business Attraction, Development and Retention" as well as "Economic Capacity and Investment Readiness" as two of its Strategic Goals for 2019-2027; and,

WHEREAS the GSDC Board approved the creation of the Sudbury Catalyst Fund in partnership with the Nickel Basin Federal Development Corporation and a contribution of \$1 million over five years subject to final approval by City Council, in accordance with the CED Funding Guidelines; and,

WHEREAS City Council approved the Sudbury Catalyst Fund and the GSDC contribution

THEREFORE BE IT RESOLVED that the GSDC Board approve the release of the first two installments to the Nickel Basin Federal Development Corporation totaling \$400,000 (\$200,000 for 2018 and \$200,000 for 2019).

CARRIED

Other Business:

The Operating Agreement, which was approved at the June 24th GSDC meeting has been brought forward to Council, which was approved at the September 8th meeting.

Appreciation was expressed for support and collaboration between the GSDC Board and City staff.

2020 – 073 – Shawn Poland / Lisa Demmer

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

CARRIED

Adjourned 1:32

Next meeting October 14th, 2020

A. Lacroix

Chair

M. Armstrong

Secretary