



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, October 14th, 2020
Conference Call
at 11:30 a.m.

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Next Meeting: November 10th, 2020

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

Via Videoconference

Wednesday, October 14th, 2020

Commencement: 11:33 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, Mike Mayhew, Peter Nykilchuk, David Paquette, Claire Parkinson, Shawn Poland, Jeff Portelance, Councillor Mark Signoretti

Regrets: Councillor Bill Leduc, Councilor Gerry Montpellier,

Guests: Councilor Robert Kirwan
Councilor Deb McIntosh
Jennifer Babin-Fenske, Coordinator, EarthCare Sudbury Initiatives
Pierre Seguin, Northern Development Advisor, Ontario Ministry of Northern Development and Mines

City Officials: Meredith Armstrong, Rebecca Brooks, Kelly Bonnell, Shawna Cole, Briana Fram, Liesel Franklin, Dana Jennings, Barb McDougall, Liam McGill, Terra Posadowski, Josée Pharand, Scott Rennie, Alex Ross, Elena Zabudskaya, Melissa Zanette

Agenda Review: No additions to the agenda.

Conflict of Interest: No conflicts noted at this time.

Adoption of Minutes: **2020 – 075 – Jeff Portelance / Lisa Demmer**

That the minutes of the Greater Sudbury Development Corporation Board of Directors Regular meeting of July 8th, 2020 be adopted.

CARRIED

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

PRESENTATION

City of Greater Sudbury Community Energy and Emissions Plan (CEEP)
Jennifer Babin-Fenske, Coordinator, EarthCare Sudbury Initiatives

Ms. Babin-Fenske joined the meeting and provided a brief presentation on the City of Greater Sudbury Community Energy and Emissions Plan (CEEP). The five overarching goals of the program which were created in response to the Climate Emergency Declaration made in 2019. The program has a goal of establishing a net-zero emissions community by 2050.

Transportation and residential heating were discussed as the highest areas of impact to be addressed to achieve the program goal. Home retrofit, use of solar energy and electric vehicles were provided as examples of actionable items. An overview of strategy sectors for reduction was given and included areas such as compact communities, efficient buildings and local clean energy generation.

Public engagement took place via online and in-person workshop feedback, phone surveys and stakeholder letters of support with a 79% return of support of the program. Though some initiatives have been delayed due to COVID-19 restrictions, smaller community programs continue. Behavioral changes resulting from COVID-19 (reduced transportation, increased use of outdoor spaces) will be incorporated into the strategic plan in addition to economic recovery plans.

Next steps include the continual collaboration with city officials and public stakeholders. The first phase of the CEEP implementation strategy will be presented to City Council in December 2020.

Ms. Babin-Fenske then took questions related to the project. With new funding being introduced due to COVID, recommendation was made to investigate funding opportunities at all levels. Conversion of industrial underground vehicles from diesel to electric has begun with one of the larger local stakeholder, yielding less emissions and higher cost savings.

It was also recommended that an environmental lens may be applied to projects brought to the GSDC in the future. Resources on applying this lens are currently being developed and will be shared once complete.

Annual Report Highlights

Meredith Armstrong, Acting Director, Economic Development

A complete copy of the annual report was provided in both official languages in the distributed agenda packages and will be presented to City Council in November. Ms. Armstrong provided key highlights including:

- A summary of project supported through the GSDC which leveraged both private and senior level government funding.
- Arts & Culture grant disbursements of over \$500,000 were awarded to local arts organizations.

- Several major events were funded through Municipal Accommodation Tax (MAT) dollars.

FedNor funding has been confirmed for the Downtown Business Incubator project. A decision from NOHFC is pending. Once funding is secure, a lease can be secured and the project will move ahead.

A request was made for return on investment report from the MIPIM conference, in addition to an update on large projects.

REPORTS

Directors Report

A complete Directors Report was included in the agenda package. Ms. Armstrong offered several highlights including:

- NOHFC has launched the Northern Ontario Recovery Program offering support for private sector businesses dealing with COVID-related costs and seeking to pivot or innovate in response.
- IAMGOLD kicked off construction for its Côté Gold project in Gogama on September 11th. The \$1.7 billion project is expected to create over 1,000 jobs during construction and 450 jobs during operations, as well as significant opportunities for local mining and mining supply service companies.
- Film activity has resumed in Greater Sudbury with a number of productions underway, including *Resident Evil*, one of the largest film projects our community has hosted to date.
- Public engagement is being sought for the development of the Economic Recovery Action Plan being developed for the GSDC. Board members are encouraged to share the link to the *Over to You* website with their networks.

Economic Recovery Committee Update

Co-chair Clarie Parkinson provided an update on the activities of the Economic Recovery Committee (ERC). The committee met on September 22nd to review the consultation and interview results. Staff is compiling these results into a work-plan which will be brought forward to the Board for review in the near future.

C.E.D. Report – September 25th

Co-Chair Mike Ladyk provided a financial update before providing an update on the September 25th C.E.D. Committee meeting.

The Centre for Excellence in Mining Innovation (CEMI) has requested the fifth and final year of funding for their Commercialization Attainment Program (CAP). An outline of the accomplishments of the CAP program was provided, however, the committee requested that representatives from CEMI return to provide a presentation as there were several key questions arising from their final report, particularly surrounding demonstrated activities.

It was noted that Erin Danyliw will be taking a short hiatus from the C.E.D. Committee for the time being. Thanks was extended to Erin for her past participation and feedback.

Tourism Development Committee Update:

Peter Nykilchuk provided an update on the activities of the Tourism Development Committee (TDC). The TDC met on September 23rd to receive a progress report from Sportlink, six months into their contract with the City.

Mr. Nykilchuk described the impact of COVID on the expected deliverables. Though the pandemic undoubtedly prevented several events from taking place, adaptations were made where possible and progress was made by Sportlink on a number of initiatives. Based on the positive forward movement, the release of the second and final 50% of funding.

2020 – 080 – Shawn Poland / Councilor Mark Signoretti

WHEREAS the Tourism Development Committee (TDC) provides advice and recommendations as a subcommittee of the Greater Sudbury Development Corporation (GSDC) Board for investments to strengthen and support the city's tourism sector and increase visitation and occupancy; and

WHEREAS the GSDC has prioritized the importance of targeted attraction of meetings, conventions and sport tourism hosting opportunities for the community as one of the objectives in *From the Ground Up and the Tourism Strategy 2019-2023*; and

WHEREAS the GSDC approved motion 2020-002 to support Sportlink up to \$45,000 over 3 years (\$15,000 per year in each of 2020, 2021 and 2022) at the February 12th, 2020 meeting; and

WHEREAS the motion stipulated that 50% would be paid upon execution of a funding agreement and 50% after 6 months dependant on the review of the required interim report by the TDC, which was presented at the September 23rd committee meeting and was further supported by the TDC;

THEREFORE BE IT RESOLVED THAT the Greater Sudbury Development Corporation (GSDC) Board of Directors support the release the second half of the 2020 funding, \$7,500, to Sportlink; and

THAT year two and three be reconfirmed upon the annual reporting requirements as outlined in a funding agreement.

CARRIED

At the same meeting, staff provided updates on upcoming applications to the Tourism Development Fund (TDF). High level budget and marketing efforts were outlined, with safe travel messaging top of mind. Preliminary 2021 planning is underway.

On a positive note, Greater Sudbury was noted by CBRE as one of the better performing communities during the pandemic.

Employment
Lands Strategy
Update:

Manager of Business and Investment Development, Liam McGill provided a brief background to the Employment Lands Strategy project and its relation to the GSDC. Since the presentation to and subsequent approval of the GSDC, consultants have been hired to provide specific planning advice and expertise.

The City is now accepting public consultation through the City's online platform, *Over to You*. The development of the strategic plan is underway with the final version expected to be presented to the GSDC Board and City Council in the spring of 2021.

Chair's Letter to
the Minister of
Finance:

The GSDC was invited to submit the findings of public consultation to the Minister outlining issues and concerns regarding COVID. The letter from Chair Lacroix was provided in the agenda package for information only.

2019 A&C Grant
Program Feedback:

A memo was provided outlining recommendation updates to the Arts & Culture Program guidelines for the 2021 intake in light of COVID-19, as well as other recommendations for future years in alignment with the need for continuous improvement to the grant program. These recommendations are based on feedback from both applicants and jurors in addition to a review of best practices used by other funders.

It is a precursor to a larger conversation expected at the November GSDC Board meeting, where approval of requested changes will be discussed.

Other Business:

A meeting was held with the Director of the YMCA, Helen Francis to discuss significant financial impacts from the pandemic. They are planning to fundraise to make up the shortfall created by programming cancellation. Staff continues to stay in contact to monitor any updates.

Staff is investigating avenues for Board members to receive diversity and ally ship training and will report back in November. A statement of acknowledgement will be drafted by staff for discussion at the next meeting.

2020 – 076 – Peter Nykilchuk / Jennifer Abols

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

CARRIED

Adjourned 1:31

Next meeting November 10th, 2020

Chair

Secretary