



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, Oct 9th, 2019
Committee Room C-12
at 11:30 a.m.

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Next Meeting: November 13th, 2019

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

**Room C-12
Tom Davies Square**

**Wednesday, October 9th, 2019
Commencement: 11:37 a.m.**

Chair: **ANDRÉE LACROIX IN THE CHAIR**

Present: Mayor Brian Bigger, Ed Archer, Brent Battistelli, Councilor Fern Cormier, Erin Danyliw, Lisa Demmer, Iyo Grenon, Andrée Lacroix, Mike Ladyk, Marett McCulloch, Daran Moxam, Jeff Portelance

Regrets: Joanne Gervais, Peter Nykilchuk, David Paquette, Councilor Mark Signoretti, Brian Vaillancourt

Guests: Anik Perreault, Ministry of Northern Development and Mines

City Officials: Meredith Armstrong, Rebecca Brooks, Jason Ferrigan, Briana Fram, Liesel Frankin, Dana Jennings, Kris Longston, Patricia McCauley, Barb McDougall, Liam McGill, Scott Rennie, Melissa Riou, Emily Trottier, Elena Zabudskaya, Melissa Zanette

Agenda Review: The addition of a verbal C.E.D update will be added under "Reports".

Conflict of Interest: Marett McCulloch declared conflict with the request for CION funding and will abstain from the vote accordingly.

Approval of Minutes: **2019 – 069 – Jeff Portelance / Erin Danyliw**

That the minutes of the Greater Sudbury Development Corporation Board of Directors Regular meeting of September 11th, 2019 be adopted.

CARRIED

Executive Notes: Note of one typo on third page.

Reports: *C.E.D. Report*

Chair Brent Battistelli provided an update on the C.E.D. meeting which took place immediately before the Board meeting.

In September of 2018, the GSDC approved Cultural Industries Ontario North (CION) for a multi-year contribution of \$80,000 per year for three years, amounting to a total 10.7% of the overall project budget. CION is now requesting Year 2 of the funding.

Staff has been working with CION to complete the review of key deliverables that prioritize benefits and services for the local industry. NOHFC funding has been declined; however, though pending FedNor has indicated a positive response of funding in the amounts given in CION's most updated budget. CION has indicated that they have a conditional approval from the federal funder, and funds are expected to be released within their Year 2 budget cycle (2019-2020).

The overall budget has been reduced by \$343,010 over three years, prompting a report back to the Board in terms of both scale and scope. Staff determined that the components CION has removed from the project scope in order to operate within the reduced budget presented little benefit for Greater Sudbury itself, as they spoke more to CION's presence in other northern communities.

Based on the successful Year 1 results and following the analysis by staff, approval of Year 2 funding is recommended today to the Board with the understanding that any further delay or scope changes be communicated to the Board as appropriate. The Board agreed that the release of any Year 3 funds should not be considered without a thorough review of Year 2 deliverables.

2019 – 073 – Brent Battistelli / Erin Danyliw

WHEREAS on May 8, 2019 the GSDC Board approved Cultural Industries Ontario North (CION) for a conditional Year 2 funding renewal of \$80,000 to be released in two installments; and

WHEREAS staff has worked with CION to update the funding agreement as directed by the GSDC Board prior to the release of funding;

THEREFORE be it resolved that the GSDC Board approve the release of the first installment of \$50,000; and

THAT the balance of \$30,000 remain conditional on confirmation of the release of funds from FedNor; and

THAT CION be required to report to the CED Committee on any further funding delays or project scope changes as required.

CARRIED¹

Directors Report

A complete Directors report was provided in the agenda package. Meredith Armstrong highlighted the following points:

- The Economic Developers Association of Canada (EDAC) presented the Economic Development team with a Marketing Canada Award for the exceptional quality and success of the

¹ Noted that Marett McCulloch abstained from voting

Sudbury Mining Cluster Reception held at the annual conference of the Prospectors & Developers (PDAC) in Toronto in March.

- The City hosted a delegation of 24 mining executives from Russia in late September. The delegation included representatives from Norilsk Nickel, Alrosa, Nordgold, and Uralkali. The group toured Sudbury and visited local businesses and organizations including the NORCAT Test Mine and Innovation Centre, Vale, HARD-LINE, Maestro Digital Mine, Laurentian, MINECAT and Jannatec Technologies. To date in 2019, the City has hosted 10 delegations from around the world with two more planned by 2020.
- Economic Development staff attended the Northern Ontario Business Awards in Sault Ste Marie in support of SAMSSA, which received the Entrepreneurial Community of the Year award.
- SAMSSA reports that membership has increased from 87 to 163 in the last year, and an Executive Director is expected to be in place within weeks.
- Emily Trottier has been invited to present on the growing film and television industry in Northern Ontario at the 2019 Creative Cities Summit in Saskatoon.
- Tickets for the 20th Annual Bridges to Better Business Conference are still available. The conference will take place on October 22nd and will highlight a local entrepreneur panel.
- Staff conducted a Downtown Investment and Outreach Tour as part of their efforts to continue to assist the local business community with their ongoing growth and development in Greater Sudbury. This was the second tour of 2019, part of a series of tours aimed at enhancing local economic growth.
- The Arts & Culture Impact report is set to be distributed in the coming weeks. A copy was tabled for Board members at the meeting.

Tourism Development Committee (TDC)

Minutes from the past two TDC meetings were provided in the agenda package. Conversations continue around the recruitment for a Major Events Development Officer.

Marketing investments have begun and Ignite Marketing is working to create a specific event brochure which will be shared with the Board once complete. The committee is reviewing the 2019 work plan to ensure dollars are being leveraged properly along with how 2020 will take shape.

The process for accepting project applications is still in the discussion phase and will draw from current CED processes adapted to fit a tourism model.

Priority Projects

A written report for each of the GSDC Board priority projects was included in the package. It was agreed that a short form update works well.

Clarification was requested around the timeline for the Seed Capital project. Funding has been confirmed, however, a committee has yet to be formed before announcements are made and the fund is in position to accept applications. Next steps include an approved operating agreement, terms of reference and legal review of final documents.

Employment Lands: Brent Batistelli provided a summary of the October 3rd C.E.D. meeting which included a presentation by Kris Longston, Manager of Community and Strategic Planning, and Meredith Armstrong regarding the recent discussion at City Council on the subject of funding an Employment Lands Strategy.

Economic Development staff has been working closely with the City of Greater Sudbury's Planning Department on an approach to the project regarding research, budget and a joint presentation to the Finance and Administration Committee of Council.

When the project was presented for direction at Council's Finance and Administration Committee meeting of September 17, 2019, the Committee was receptive to the proposal and ready to begin as soon as was feasible. In order to facilitate this, the Finance and Administration Committee passed a recommendation directing that the required maximum funding of \$250,000 would be provided by the GSDC through its Community Economic Development funding.

Feedback from the local business and development communities has indicated interest in expansion and accommodation of different land uses, and this process would help to build the tools necessary to encourage companies to do so within Greater Sudbury. The goal is to equip businesses with means for success and Economic Development may be the first touch point with the City to assist with navigating their path. The information and resulting changes will strengthen how staff can support businesses, both existing local and new incoming.

From a staff perspective, Economic Development is eager to work with the Planning Department to get this program going. This strategy will help clear a path for how we can offer investment and attraction opportunities.

The GSDC will act as an important stakeholder in the project and as such, would receive reports, results and regular updates. City policy dictates that 100% of the funds must be made available before an RFP for consultant can be issued so there is no option to split the cost between the 2019/2020 budgets. It was confirmed that the remaining GSDC 2019 resources can support the full amount.

Staff will co-ordinate with Planning and Communications to outline public messaging.

A consultant will offer specific skills regarding land economics and a clear eyed view. The intention is to utilize as many internal resources as possible; however, there is an inevitable gap within the City that would need to be filled such as strategic foresight and forecasting.

The motion included in the agenda package reflects discussion at the Finance and Administration committee allocating the finances to flow from the GSDC.

Clarification was made that funding through the GSDC was a Council decision as the most appropriate way to initiate the project in 2020 in the face of several competing priorities.

The motion is intended as a request and not as a directive. The GSDC motion to be voted on at this meeting is to support an initiative considered to be core to our community as existing businesses are the strongest asset.

This is not a novel concept and has been considered for many years as it has decided merit. The protocol was unconventional and as a result, was redirected through the CED process.

A residential study would be a reasonable next step.

2019 – 070 – Erin Danyliw / Lisa Demmer

WHEREAS the Finance and Administration Committee of the City of Greater Sudbury Council passed a recommendation at their meeting of September 17, 2019, directing the development of an Employment Land Strategy , with the required maximum funding of two hundred and fifty thousand dollars (\$250,000) to be provided by the Greater Sudbury Development Corporation (GSDC); and,

WHEREAS the development and enhancement of Employment Land remains an important priority for the Greater Sudbury's economic prosperity that aligns with the goals of *From the Ground Up* as related to job creation, business expansion and investment attraction; and;

WHEREAS the Community Economic Development (CED) Committee of the Greater Sudbury Development Corporation Board reviewed and endorsed the proposed approach for the development of the Employment Land Strategy on October 3, 2019, for a contribution of \$250,000 from the Community Economic Development Investment Fund;

THEREFORE BE IT RESOLVED that the Greater Sudbury Development Corporation support the development of an Employment Land Strategy with a contribution to a maximum of \$250,000 from the Community Economic Development fund; and,

THAT if the total project comes in under budget, the remaining funds will be returned to the CED fund; and,

THAT the GSDC remains a key stakeholder in the development and implementation of the Employment Land Strategy, including the development of an action plan to address the Strategy direction; and

THAT the GSDC is provided with project milestone updates throughout the course of the development of the study and subsequent actions resulting from its execution, in line with project updates and related reporting requirements to be provided to City Council.

CARRIED

Rural and Northern
Immigration Pilot:

Immigration Refugee and Citizenship Canada (IRCC) is currently conducting a week long training session with approximately twenty-eight participants. Application for the Community Selection Committee closed on September 28th. IRCC has kindly offered to share their training materials if needed once the committee is formed.

The Memorandum of Understanding is expected to be signed in time for the November 1st start date. Greater Sudbury is the largest of the 11 communities chosen across Canada to participate in the pilot project which carries significant responsibility. It is a very exciting opportunity to welcome new members to our community.

Governance
Update:

Work continues on the governance project. Feedback received on the presentation to City Council has been positive and the points of alignment will be included in the new draft operating agreement.

Other Business:

Councilor Kirwan has resigned from the GDC Board effective immediately. The vacancy will be returned to City Council for another member to be designated at the end of October.

2019 – 071 – Daran Moxam / Brent Battistelli

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

CARRIED

Next meeting November 13th, 2019.


Chair


Secretary