



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 24th, 2019
Committee Room C-12
at 11:30 a.m.

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**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, July 24, 2019
Commencement: 11:34 a.m.**

Chair: ANDRÉE LACROIX IN THE CHAIR

Present: Brent Battistelli, Lisa Demmer, Joanne Gervais, Iyo Grenon, Andrée Lacroix, Mike Ladyk, Marett McCulloch (d 2:01), Daran Moxam, Peter Nykilchuk, David Paquette, Jeff Portelance, Mark Signoretti, Brian Vaillancourt (d 1:52)

Regrets: Mayor Brian Bigger, Ed Archer, Fern Cormier, Erin Danyliw, Robert Kirwan

Guests: Anik Perreault, Ministry of Northern Development and Mines

City Officials: April Antoniazzi, Meredith Armstrong, Rebecca Brooks, Shawna Cole, Briana Fram, Liesel Frankin, Dana Jennings, Barb McDougall, Liam McGill, Scott Rennie, Ian Wood, Elena Zabudskaya

Agenda Review: No changes required

Conflict of Interest: None noted at this time

2019 - 0054 – Marett McCulloch / Mark Signoretti:

That the minutes of the Greater Sudbury Development Corporation Board of Directors regular meeting of June 19, 2019 be adopted.

CARRIED

Executive Notes: No questions at this time

Reports: *Annual Report – Meredith Armstrong*

Printed copies of the 2019 GSDC Annual Report were provided to Board members. It was confirmed that a French version will be made available shortly.

Meredith provided a visual presentation highlighting sector and staff activity of 2018 calendar year which is based on advancing the goals of *From the Ground Up* (FTGU), which is a path set by the Board. Excellent work of the Regional Business Centre was recognized with figures regarding business activity such as new starts, jobs created and total of expansions highlighted. Programs including Starter Company Plus, Summer Company, outreach and training and learning opportunities statistics were also outlined together with testimonials from Starlotte Satine Vintage and Paul Bradette of SAMSAA.

A welcome and open community was emphasized by the increased numbers of international students and permanent resident admissions. The Mayor's Welcome event was discussed.

Highly Skilled and Creative Workforce boasted record expansion and investments for Vale, Glencore as well as small and medium-sized enterprises, such as the new Wajax facility opening in Sudbury. Resiliency and diversification were key initiatives with the additional of several companies to the Sudbury Mining Cluster.

Artistic Excellence was discussed with the important role the GSDC plays in administration of arts funding which allows for robust programming and support. Change in the grant jury process demonstrated a significant process improvement. Activity in the film and television sector enjoyed 39.5 million dollars in 2018, which is significantly up from 26.77 million in 2016. Over 2,500 in jobs in the cultural sector were created and sustained, in part to a number of series filmed and produced in Greater Sudbury.

Tourism statistics were then presented. Several major events held in 2018, producing approximately 1,253,060 total person visits with over half visitors being visiting friends and family. Tourism event support was the foundation for the 88 events that brought in 90,000 non local participants, creating significant tourism dollar spend.

Health and Life Sciences – the GSDC was instrumental in supporting innovation and technology and research.

2018 Board approvals through the C.E.D. Committee totaled over 11 million dollars in funding to organizations across all industries and sectors including SAMSAA, Telus Cup, CION, CEMI and OECD.

It was clarified that if registered for license and engaged with the Regional Business Centre, then they are included in the statistics, whether or not the business is online only or occupying a physical space.

The annual report will be posted online today following the presentation to the Board.

To maintain an open community focus, staff is working closely with the Local Immigration Partnership (LIP) and stakeholders (YMCA, post-secondary institutions) with the shared mandate of creating a welcome community. It's the quality and connection that helps with the retention with permanent residency being the ultimate goal.

Staff are working to increase awareness of businesses who are hiring newcomers, and are looking to work with the Chamber of Commerce and Immigration taskforce to assemble packages on Sudbury containing important information (registering for school, transit, etc.).

Every year, the annual report is presented to Council; the GSDC would have presented at the end of June, however, given the governance discussion this year, it did not make the agenda at this point.

It was suggested that the GSDC Chair touch base with the Mayor's Office to note that the annual report has been released, should Mayor Bigger be interested in a meeting to further discuss.

Suggestion was made that proactive outreach be scheduled with businesses to present resources rather than being reactive to the process by offering information and packages. Practical initiative such as presentations to SAMSAA, sessions with the Chamber and work with individual businesses are currently in place and partnering with YMCA for memberships, etc. will be considered going forward.

It was agreed that it is not just mining sector that needs to be met; various industries need to be addressed and supported.

Immigration and workforce development go hand in hand and staff has initiated a business case for a specific immigration officer in support of and to leverage the Rural & Northern Immigration Pilot, for consideration during the budget process.

It was noted that the Provincial and Federal target of a workforce consisting of at least 5% Francophone workers is not often met, though, on a local level it is important as francophone organizations are also looking for qualified candidates.

Directors Report

A complete Directors Report was included in the agenda package. Highlights include:

- Sudbury has been chosen to host the 2020 Travel and Media Association of Canada (TMAC) Conference. This is the fruition of many years of dedicated work by staff.
- Greater Sudbury has the fourth largest employment growth year-over-year (May 2019 over May 2018) in all of Canada.
- With recent news of job losses in other communities, the use of social media and targeted ads was suggested as a tool for skilled worker attraction and retention.

C.E.D.

C.E.D. Chair Brent Battistelli provided an update on the July C.E.D meeting and change in scope of the Science North *Big Impact, Big Change* project.

Positive grounds for support were outlined, coupled with the current availability of the funds.

Clarification was made that endorsement from the Board is contingent on securing funding from all other sources. Positive indications from government funding bodies have been received and the IMAX is expected to begin in the Fall of 2019 once all resources are in place.

Communication and recognition of the Board is a key portion. Intention is that it is a worldwide premier and as there are several funders, there are many timing complexities in terms of funding announcements.

Opportunities such as inclusion in the IMAX film are rare and provide an avenue to promote Sudbury and its greening story for years to come.

Amendments to the motion were made on the floor including the contingency of confirmation of funding from other funding bodies and approval from Council as it is over the \$250,000 threshold.

2019 – 055 – Brent Battistelli / Peter Nykilchuk

WHEREAS Science North is a significant contributor to the growth of Greater Sudbury and the primary economic driver for tourism; and

WHEREAS the renewal and expansion plans for of both Science North and Dynamic Earth are required to achieve the goals of their recently launched five year strategic plan; and

WHEREAS the Greater Sudbury Development Corporation Board provided approval for funding in support of Science North's *Big Change, Big Impact* initiative in June 2018 through Motion 2018-045 with a contribution of \$750,000 from the Community Economic Development Investment Fund; and

WHEREAS Science North has outlined a singular opportunity to advance the Signature IMAX film project specifically in 2019 as a key component of the *Big Change, Big Impact* initiative; and

WHEREAS this IMAX project with Dr. Jane Goodall presents a singular and timely opportunity for Greater Sudbury to share its unique greening story on an international stage and with a global ambassador renowned for her environmental message;

THEREFORE BE IT RESOLVED that the City of Greater Sudbury Community Development Corporation support the Science North Signature IMAX Film project with a contribution of \$500,000 conditional on approval from Council and confirmation of funding approval from the other Provincial and Federal sources; and

THAT Science North agrees to feature the Sudbury Regreening Story as a component of the both IMAX film and the website and other collateral associated with the film, with footage to be made available for use by the City in economic development and promotional opportunities; and

FURTHER, that the City of Greater Sudbury and the CGSCDC be recognized at any events associated with the implementation of the project, and that the City of Greater Sudbury logo be supported and used on all of the associated communications materials.

CARRIED

Tourism Development Committee (TDC)

Newly elected Chair Peter Nykilchuk provided an update on recent discussions. Minutes of the last TDC meeting were included in the agenda package for member information and will continue to be a standing agenda item going forward.

Investment in marketing and promotional materials including video and photo across several sectors and media (outdoors, etc.) was approved as well as the Major Events Development Officer recruitment process.

Partnership with Sportlink and relevant opportunities was discussed. Sportlink provides a three pronged approach to events: venues, trained officials and volunteers. Partnering with this organization will increase our ability to bid on various events while also providing cross-networking amongst volunteer networks to promote transferable skills. Amateur sports and outreach to the Indigenous communities are of significant focus.

Governance
Update:

A copy of the John T. Dinner report summary of recommendations was provided to the group along with a reminder of the previous Governance ad hoc committee timelines.

The motion presented by Mayor Bigger to Council in June is now deferred to September and will include a staff report based on feedback generated from Board members, including those members of Council.

Suggestion was made at the GSDC Board's Annual General Meeting last month to move away from an ad hoc group to ensure a full Board discussion. The options presented today are not endorsed with Council, or the Mayor's Office. It is considered to be a suggested guide on how the Board would like to move forward.

Staff will work with both parties in preparing the report and as such, the discussion will be helpful in determining Board direction.

In her capacity as GSDC Board Chair, Andrée reached out to the Mayor following the Council meeting to discuss next steps. In general terms, concern was expressed around a lack of communication between the Board and Council including potential conflicts regarding confidential information.

As there was no resolution directing a report solely from staff at the Council meeting, Board members felt that it would be beneficial for City Council to hear from the Chair of the GSDC in addition to staff. Attendance of the Board members at the September Council meeting is appreciated; however, Board members felt that communication goals would be better accomplished with the opportunity for the Chair to speak to Council for the edification of both Council and the public.

Councilor Signoretti offered to leave should the discussion be viewed as a conflict; it was decided that this step is not necessary at this time. The consultant report has played its part and the board discussion has proceeded beyond the recommendations provided within, all of which were rejected.

It was reiterated that the purpose of putting forward a report is to comply with the mandate of the Auditor General report as the reporting requirement has not yet been completed. Ultimately, the final direction of the GSDC Board will be decided by Council; however, a report must be brought forward regardless.

Many points of contention can be addressed in a clear fashion to Council, which can then make a decision based on the facts presented. There are several avenues to collaborate and communicate, including Council's potential involvement in GSDC Board nominations and reports back to Council on a regular basis.

Members felt that the board is at a point where it needs to put forward a recommendation and report to Council in terms of direction as a culmination of governance initiative. The report needs to include history of the Board, priorities and accomplishments as well as the timeline of the governance project rather than solely choosing an option to move.

It was clarified that the GSDC is an independent corporation; however, as there is operating agreement in place with the City, there is a clause of termination from either party based on a notice of 120 days.

Having Council members on the Board has been beneficial for a number of years, for a number of reasons including GSDC alignment with City priorities. It was agreed that the concern of communication can be addressed and collaboration maintained. The purpose of having councilors elected to various boards is to act as the "eyes and ears" of the committee, from which they can then report back to Council. Following this idea, to exclude Councilors from the Board would be a complete severance of communication.

Councilor Signoretti agreed to request a presentation by the GSDC Chair to Council as part of their September meeting through the City's Clerks department, in keeping with Council processes.

The ad hoc committee was not able to provide a final report as there were missing pieces in terms of Council's input, which is the impetus of this discussion.

The goal is to try to find a way to address concerns and find the best, fair and honest compromise.

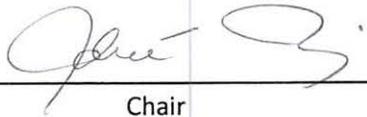
Collaboration with community stakeholders will also be a helpful tool in the future; however, it was agreed that to reach out to stakeholders is by the end of August is not feasible.

To a determine a direction, the majority of those present voted to proceed under the premise that the GSDC Board should include Council representation, and that any reporting to Council should reflect this direction from the Board. It is noted that there was vote against this course of action.

The Board also agreed to proceed with a brainstorming session for the directors only to determine input and next steps. A date will be sought for the session in late August.

Adjourned 2:05

Next meeting August 14th, 2019.



Chair



Secretary