

11th MEETING OF THE BOARD OF DIRECTORS OF 'DOWNTOWN SUDBURY'

Tuesday, April 3, 2012

Greater Sudbury Police Services Board Room

A REGULAR MEETING OF THE BOARD HELD AT 4:00 P.M.

J. MACINTYRE IN THE CHAIR.

PRESENT

S. Vincent, J. Chevrier, P. Thurston, J. Browning, A. Lenardich, N. McAloney

REGRETS

D. Brouse, F. Belli

ALSO PRESENT

M. Luoma – Executive Director

Guests – Police Chief Frank Elsner & Members of Staff, Councillor Calderelli

GUESTS

Chief Frank Elsner and members of his Staff (including members of the 'Community Response Unit') were present to discuss various downtown 'safety and security' concerns ... including a presentation by Inspector Keetch.

Discussion highlights included:

- *ongoing commitment to downtown ... including ongoing relationship with the BIA
- *Community Based Policing ... active community involvement in developing solutions to issues
- *Intelligence Led Policing – Place Based Policing ... utilizing concrete data to isolate and locate specific areas of need
- *perception vs reality – particularly relating to the downtown ... based on the data – Downtown Sudbury is a safe area
- *'Beats & Bikes' which normally have begun in June ... will be out much earlier this year
- *Uniform and Tactical will be additional resources
- *focus will be on 'hot spots' ... as per data

Following lengthy discussion, Directors were taken on a 'tour' of the Lions Eye in the Sky camera program

CONSENT AGENDA

APPROVAL OF MINUTES

12-17 McAloney – Chevrier

THAT Items C-1 to C-3, contained in the Consent Agenda, as duplicated and circulated, be hereby accepted.

CARRIED

C-1 Board of Directors

12-18 Chevrier – McAloney

THAT the minutes of the 11th Meeting of the Board (March 12, 2012), as duplicated and circulated, be hereby accepted.

CARRIED

C-2 Downtown Parking

12-19 Chevrier – McAloney

THAT the minutes of the Downtown Parking meeting dated March 13, 2012, as duplicated and circulated, be hereby accepted.

CARRIED

C-3 Downtown Marketing

12-20 **Chevrier – McAloney**

THAT the minutes of the Marketing/Special Events meetings dated March 20th & April 2nd, 2012, as duplicated and circulated, be hereby accepted.

CARRIED

REGULAR AGENDA

R-1 CHAIR'S REPORT

J. MacIntyre reported on the Downtown Master Plan Information Session to be hosted by the 'Downtown Community Liaison Group' (the working committee through the Master Plan process):

***Tuesday, April 10th ... 4:30pm – 5:30pm ... @ Fromagerie Elgin**

***Purpose** – to share the Downtown Vision with City Business Leaders ... as well as to solicit support to the project in order to further acknowledge that this is a community support project that includes community support/action ... not reliant upon only the municipality for implementation/success

***members of the CLG are inviting 'Business Leaders' that they are personally acquainted with**

***pending the success of this ... additional sessions may be scheduled**

R-2 EXECUTIVE DIRECTOR'S REPORT

Report covering March activities was previously circulated. Questions were invited.

12-21 **Chevrier – McAloney**

THAT the Executive Director's Report, dated March, as duplicated and circulated, be hereby accepted.

CARRIED

R-3 PROGRAM/PROJECT UPDATES

(Update previously circulated.)

Downtown Master Plan

***Directors were reminded that Planning Staff will be presenting the Plan to City Council – Tuesday, April 17th**

Marketing

J. MacIntyre declared a Conflict of Interest in this portion and did not partake in the discussion nor vote on any segment. (due to previous RFP discussions)

April 2nd Minutes were circulated, including details of the recommendation for Marketing 2012 ... change from original recommendation (RFP), media, website, social media presence, etc. J. Chevrier presented the outline of the details ... including proposed new 'tag line' ... *Our Downtown is Changing – Be a Part of It* ... strongly supported and endorsed by Directors. Further to discussion, the following resolution was presented:

12-22 **Chevrier – McAloney**

THAT the Board supports and approves the recommendation of the Marketing/Events Committee for the 2012 Marketing Campaign as outlined in the minutes of the April 2, 2012 and as presented.

CARRIED

NEXT MEETING

May 7th 4:30 p.m.

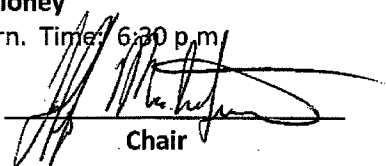
Guest – Sylvia Barnard, Cambrian College

ADJOURNMENT

12-23 **Chevrier – McAloney**

THAT we do now adjourn. Time: 6:30 p.m.

CARRIED


Chair


Executive Director