

FutureSSM

PROGRESS REPORT

September 2018

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As part of a regular update on the FutureSSM project, staff is pleased to report that the project is progressing extremely well, and positive energy continues to build for this community development initiative, both internally and externally. The activities underway include:

1. Staffing

- **Jennifer Mathewson** was hired as FutureSSM's Film, Television, and Digital Media Coordinator effective July 31st, 2018.
 - Jennifer has had experience in various areas of filmmaking. She has served as Production Coordinator, Assistant Production Coordinator, Casting Assistant, and Grip for various projects. She is a graduate of Recording Arts Canada – Audio Engineering, and Sault College – Digital Film Production. Her background includes experience in talent promotion, feature films, television and commercial work.
- **Katie Elliott** was hired as FutureSSM's *Communications Coordinator* effective August 27th, 2018.
 - A 'boomerang' back to Sault Ste. Marie, Katie has over 11 years' experience working in communications and community economic development. She has held senior positions at Northern Policy Institute, NORDIK Institute, Parliament of Canada and Natural Resources Canada, and has completed studies in Political Science at McGill University and Public Relations at Ryerson University.
- Successful candidates have accepted the positions for both the *Arts & Culture Coordinator* and the *Labour Force Development Coordinator*, and will start on September 17th.
- The *Social Equity Coordinator* position will be posted in September.

2. Action Team Areas

Since forming in June 2018, Action Teams have been active in identifying priorities and aligning action items under each pillar selected by the Community Adjustment Committee (AC). Below is an update on the progress made under each team sector, Arts & Culture, Downtown Development, Energy & Environment, Social Equity, Education and Health.

Arts & Culture

- Two priorities have been identified by the Arts & Culture Action Team (ACAT):
 - Fund and help manage development of a business plan and growth strategy for the Art Gallery of Algoma;
 - Develop a comprehensive Cultural Plan for the community.

- The Board of Directors of the AGA, has accepted our offer of support with respect to the funding for the development of a business plan and growth strategy. FutureSSM Staff is currently coordinating with Jasmina Jovanovic, the Executive Director of the Art Gallery, to develop a scope of work and budget for these services.
- The RFP for the business plan will be released by end of September.
- City staff are currently working on scope of work for Cultural Plan and have shared a draft of the scope of work with the ACAT.
- Staff is working with ACAT members to collect feedback that will be incorporated into the final document.
- Document to be submitted to procurement by Sept. 10th.
- An ACAT meeting held on August 23rd. The agenda for the meeting included:
 - FutureSSM Update (Staffing, Branding RFP, Collaborations, etc.) – T. Anderson
 - Downtown Development Update (general update about downtown development and work the Downtown Action Team has been leading) – D. McConnell
 - Film Strategy Update – J. Mathewson
 - AGA Update (see comment above regarding AGA BOD) – T. Anderson
 - Cultural Plan Update (scope of work review, timelines, etc.) – V. McLeod
 - Public Art Discussion (general desire by all members of team to advance public art initiatives) – All

Film Strategy:

- Outreach to producers for feedback and introductions is happening on a continual basis by Film, Television and Digital Media Coordinator, Jennifer Mathewson. To date, Jennifer has reached out to approximately 20 production teams.
- Outreach also continues to former Location Scouts/Managers to discuss their past experiences filming in Sault Ste. Marie, and share ideas of how we can improve the process to make it flawless for future productions.
- Work continues on a film Policy and Strategy. First draft will be presented to Senior Staff on September 21st.
- Meeting held with Candice Day and Rosalie Chillelli on August 2nd to discuss strategy for promoting film in SSM.
 - Work continues with Candice Day in regards to Potential VFX and Animation Pitch Packages.
- Ongoing discussion and coordination is taking place with Hammer Team Productions who is filming in Sault Ste. Marie this fall:
 - Process for street closures has begun (application is circulating).
 - Participated in location scout.
 - Assisted Hammer with setting up their local office, providing welcome Sault Ste. Marie packages for out of town cast and crew.
- Coordinating with Imagine Native – Largest Indigenous Film Festival in the World – Opening up discussions about bringing their travelling film festival to Sault Ste. Marie.
- The FutureSSM team continues to meet with local business owners who are involved with the film industry or have potential to be involved with the industry

and film agencies (Ontario Media Development Corporation (OMDC), Music and Film in Motion (MFM), Alliance of Canadian Cinema Television and Radio Artists (ACTRA), Internal Association of Theatrics Stage Employees (IATSE), Rolling Picture Company, Deville's Workshop)

- Discussions are ongoing with OMDC in regards to updating OMDC Location Library.
- Developed a Film Resource Package for productions to use that has services and businesses available in Sault Ste. Marie.

Downtown Development

- A Downtown Development Action Team Meeting was held on August 29th.
 - Members of the team reviewed short and mid-term goals, and were assigned actions to take on. Short and mid-term goals include:
 - Beautification initiatives
 - Internal City processes
 - Downtown Programming
 - Downtown Branding
 - Infrastructure development (public spaces, parking, public washrooms, etc.)
 - Free Wi-Fi in the downtown
 - Economic Development
- Meetings with Downtown Association GM, Josh Ingram, and Sault College and Algoma University were held on the 22nd and 24th of August, respectively. The purpose of the meetings was to coordinate with the Downtown Association and the schools to co-brand the Downtown Association Block Party on September 22nd, as a student welcoming event in addition to the regular activities planned.
 - Both schools have indicated a strong interest in getting their students more involved in the community and are looking for ways to coordinate. The event came together in a short period of time and without much planning, but the hope is that this process can be formalized and we can be working with both schools to jointly develop events in the community.
 - A meeting with LSSU is also planned.
 - The combined post-secondary student population is ~ 6,000, so there is great opportunity to generate social and economic benefits to the community by engaging this group.
- Meeting is scheduled for week of September 20th, with Queen St. vendors, engineering staff, traffic consultant (IBI Group), planning staff and FutureSSM staff to discuss 2-way / 1-way study. The purpose of the meeting will be to inform the group on the EA process and to discuss the advantages/disadvantages of each option.
- Internal meeting with Brent Lamming, Steve Turco, Don McConnell, Tom Vair and Travis Anderson took place August 21st to discuss City led downtown initiatives. The purpose of the meeting was to track progress on city led initiatives and

ensure all parties are working collaboratively on downtown development projects. Topics discussed included:

- Skating Trail
- Wayfinding
- Downtown Design Planning
- Space Programing
- Plaza Development Options
- Hub Trail Spoke Development
- Fun City Initiatives <https://twitter.com/i/moments/891020987591831552>
- Meeting will be held every two weeks and schedule and action items for tasks will be developed and tracked.

Energy and Environment

- Meeting #2 held on Monday July, 30th. Agenda included:
 - Update to committee members on FutureSSM progress (Downtown & AC initiatives, staffing, etc.)
 - Rob Brewer provided overview of Smart Grid Project
 - Began preliminary discussion regarding Team priorities – Team members submitted top 3 priorities for EE – main focus on updating the smart energy strategy, environmental conservation and looking for opportunities to grow economy in both sectors. More work is needed to flush out priorities – these will be discussed in much more detail at our next meeting on September 4th.
- Met with Colin Kirkwood at Sault College for a facility tour on August 6th. Discussion centered on the development of new college facilities and growth in both the Environmental and Engineering Departments.
- Meeting took place with Colin Kirkwood, Tom Vair, Travis Anderson, and EDC /SSMIC on August 16th to discuss potential for EE Action Team to collaborate with parties on updating the Smart Energy Strategy (SES). Purpose of the meeting was to discuss the scope of SES and how it could be developed jointly by EE Action Team, EDC and SSMIC. Further dialogue on scope of this study is expected to continue in September.
- Currently working on revising the priority action item list for the EE Action Team.
- Next meeting schedule for Sept. 4th.

Economic Growth & Diversity

- Currently working on agenda and presentation for Action Team meeting #2 taking place the week of September 19th.
- Participated in Tourism Strategy Session held with Dan Hollingsworth and Alana Kenopic on August 10th. The purpose of the meeting was to begin discussion

about tourism products, infrastructure required to support initiatives and marketing and promotion. Next Session planned for Sept. 4th

- Attended meeting with Tourism Sault Ste. Marie on August. 30th.
- Currently working with PUC, EDC, SSMIC, Sault College and Algoma University to discuss options for promoting growth in the energy/innovation sector as a result of Smart Grid Innovations - also ties into work being done by Energy & Environment Team.

Social Equity

- Meeting # 2 held on July 18th. Agenda included:
 - FutureSSM Update (Downtown & AC initiatives, staffing, etc.)
 - Membership update – new members (new Chief of Police introduced)
 - Committee Structure – Approach to work, meeting schedule, other works
 - Discussed cross-pollination of Downtown Development Team and Social Equity Team – to address matters related to poverty downtown and perception of safety.
- Meeting # 3 held on August 16th. Agenda included:
 - Participation of lived experience member
 - Schedule for remaining meetings
- Next meeting set will occur near end of September.

Education

- Currently planning meeting #2 – tentatively planned for late September.
- Meeting scheduled September 20th with Algoma University, the Great Lakes Forestry Centre (David Nanang) and T. Anderson to discuss potential synergies.

Health

- Invites to committee members went out in mid-August. First meeting tentatively being schedule for September pending confirmation of team members.

3. Procurement/Work Packages

- Cultural Plan:

- Currently working on scope of work for RFP. Decision was made to share RFP with the Arts & Culture Action Team to allow for feedback. We are targeting the release of the RFP for mid-Sept.
- Branding & Visual Identity:
 - 12 bids were received by the deadline of August 17th.
 - The bid evaluation committee (Tessa Vecchio, Tom Vair, Ally Brown, Tim Gowans, and Travis Anderson) short-listed 3 candidates.
 - Questions for clarification have gone out to each candidate, with a response deadline of September 7th.
 - Commencement of work ~ September 25th
 - Final Deliverable ~Mid-December.
- Wayfinding:
 - RFP released July 31st
 - 3 bids were received by the deadline of August 24th.
 - The bid evaluation committee (Tom Vair, Travis Anderson, Tim Gowans, Don McConnell, Stephen Turco) are currently reviewing the candidates.
 - Commencement of work ~ September 25th
 - Final Deliverable ~ mid-December
- Updated FutureSSM Website:
 - Miramar is currently working on preliminary draft of an updated FutureSSM website. This site will provide the public with information on the activities underway within the project, profile members of the CDR and Action Teams and highlight ways citizens can get involved and provide their feedback.
 - Communications Coordinator is working with Miramar to finalize the site.
 - We expect the site to go 'live' in October.

4. Summary

As shown above, the FutureSSM project is moving forward in a collaborative, action-oriented manner that is reflective of the innovative, dedicated staff and community champions who are leading this initiative.

The City is using evidence-based priorities and goals identified by the community to align its operations, and has put a team in place that is solely focused on forward-looking initiatives and is supported by City and staff resources.

Since being formed in June, Action Teams focused on all pillars identified in the Community Adjustment Committee (CAC) report have been meeting regularly and taking up the challenge to move our community forward in proactive ways.

The FutureSSM team has made it a priority to work in collaboration with new and existing initiatives, institutions, industries, community members and organizations to realize Sault Ste. Marie's true potential.