

**THE WATERFRONT BIA
BOARD OF DIRECTORS MEETING
January 13, 2011**

ATTENDEES:

Blair Keetch, PawsWay Pet Discovery Centre
Carol Jolly, Waterfront BIA
Christina Medeiros, Maple Leaf Quay
Cindi Vanden Heuvel, Mariposa Cruises
Dermot McKeown, Radisson Admiral Hotel
Helder Melo, Harbourfront Centre
Kevin Currie, Wheel Excitement
Nancy Gavin, Redpath Sugar
Robert Zeidler, Brookfield Properties
Rosie Middleton, Briarlane Property Management
Shey Clark, Great Lakes Schooner

GUEST:

David Hessels, City of Toronto Economic Development, Waterfront BIA Advisor

REGRETS:

Craig Somers, CitySightseeing Toronto

MEETING RECORDER: Lynn Haderlein, Waterfront BIA

MEETING CALL TO ORDER

Kevin Currie called to order the first meeting of 2011.

WELCOME TO THE NEW BOARD

Kevin welcomed the newly elected Board for the term 2011 to 2014 and made reference to the committed returning members. A complete list had been circulated electronically to the Board. The Code of Conduct and Conflict of Interest documents for Board of the City of Toronto were read to the meeting.

ELECTION OF NEW BOARD EXECUTIVE

To assure compliance with the rules concerning election of the new Board Executive, David Hessels of the City of Toronto Economic Development Department and the BIA



advisor, conducted the procedure for election and motion therein. Kevin announced the various executive positions while explaining that in our newly approved by-law that the positions of Secretary and Treasurer were combined to Secretary/Treasurer and the nominations would include:

- Chairman
- Vice Chair
- Vice Chair
- Secretary Treasurer

The meeting was then open to nominations for the various positions and candidates were chosen.

KEVIN CURRIE ASKED FOR A MOTION TO APPROVE combining the positions of Secretary and Treasurer into one position.

MOTION TO APPROVE: Shey Clark
SECONDED: Robert Zeidler
APPROVED: Unanimous
CARRIED

KEVIN CURRIE ASKED FOR A MOTION TO APPROVE the positions as nominated and voted for through a show of hands by the Members of the Board for each of the following:

Chairman – Kevin Currie
Vice Chair – Robert Zeidler
Vice Chair – Shey Clark
Secretary/Treasurer – Dermot McKeown

MOTION TO APPROVE: Christina Medeiros
SECONDED: Rosie Middleton
APPROVED: Unanimous
CARRIED

David was thanked for his direction in this process and the various documents circulated with respect to Code of Conduct, Conflict of Interest and By-law.

A resolution is to be prepared for Board approval regarding change of signing officers for the bank.

Helder Melo was thanked for his contribution to the Board through his position as Vice Chair since inception of the Waterfront BIA and his continuing support as a Board Member for the new term.

AREA PLANNING COMMITTEE (APC) REPORT - KEVIN CURRIE

Kevin presented the existing APC Member List.

Kevin has been Acting Chair of this committee but finds that his business responsibilities as well as position of Chairman and sitting on various other committees compels him to ask that another Member of the Board take the position of Chair of this important committee. Carol Jolly asked that Robert Zeidler consider the position with his long standing membership as a member of the Committee and awareness of current and future issues facing the BIA with respect to the Central Waterfront and the expansion areas.

KEVIN CURRIE ASKED FOR A MOTION TO APPROVE Robert Zeidler as Chair of the Area Planning Committee;

MOTION TO APPROVE: Nancy Gavin

SECONDED: Christina Medeiros

APPROVED: Unanimous

CARRIED

APC Meetings have been set at Harbourfront Centre for the 1st Tuesday of each month with the first meeting of the year to be held on Tuesday, February 8 from 1:00 to 2:30 p.m. in the main boardroom, 4th Floor.

Kevin advised that Pina Mallozzi and her team would be at the February meeting with updates to the Central Waterfront Area.

More direct meetings with City of Toronto (including Mayor's office) and TTC as to Central Waterfront and East Bayfront revitalization plans and current status. Number of development projects on Queens Quay. Representatives of the appropriate departments to be invited to participate in APC meetings. Dermot asked if they were aware of our issues. Letter to be prepared for John Campbell at Waterfront Toronto. Two issues in particular, Right of Way and delivery to Queens Quay properties presently using the street and not rear of building. We are not in the loop. Waterfront Toronto is controlling the process. Nancy asked about TTC and money available for their projects at the Waterfront. Rob Zeidler said if there is only money for partial implementation of the revitalization of Central Waterfront then the North side of Queens Quay, which has year round business, should be completed including the lay-bys.

Kevin and Carol Jolly have meetings with TTC and City of Toronto Planning to get updates on current plans affecting the Central and East Bayfront and will report to the February meeting of the Board.

2011 BUSINESS PLAN REVIEW - CAROL JOLLY

Carol began her review by reading through the Waterfront BIA Mission Statement.

Carol then referred to various topics presented at the November, 2010 AGM commencing with the 2011 Plan and distributed to the meeting as follows:

- The **Second Annual Open House** on Thursday, January 26 at the Waterfront BIA office. This event allows members, friends and other organizations the opportunity to network while promoting the ongoing presence of the BIA in the community.
- **Cavalcade of Lights.** All the existing holiday lighting in storage since 2008 has been repaired and installed and is lighting up the Waterfront at the Music Garden, the Fire Hall, the Westin Harbour Castle as well as the fully restored and enhanced Tall Ship at the Amsterdam Bridge using super bright LED lights. CP24 still running crawl. Picture of Music Garden is a feature on the City's Cavalcade website.
- **Signature Seasonal Events:** We have now established four seasonal events at the Waterfront: Family Day (February), Victoria Day Weekend, New Fall Event (tba) and Winterfest (Santa Cruise). Many thanks to Redpath who have committed as Presenting Sponsor for all four events and to Brookfield for their cash contribution.
- **Waterfront Experience Card:** Currently updating all offers of our existing members for 2011 and distribution of discount cards by members for FREE. Westin Hotel and PawsWay have purchased a supply of cards and discussions are in progress with others. Cards are also being distributed as handouts at our Signature Events to capture the visitor market and encourage their return.
- **BIA Expansion West to Stadium Road and East to Parliament Street:** This process begins in late January with an Expansion Committee composed of 4 or 5 members (2 from the existing area and 2 from the Expansion area) plus Carol and Lynn from the BIA office. David Hessels will be advisor to the committee. A list of deadlines has been determined and selection of the committee will be presented at the February Board Meeting.
- **Event Committee:** A list of nominees electronically circulated to the Board will be discussed later in the meeting and a Chair of the Committee chosen. In concert with the BIA, the committee will be responsible for planning and implementation of the four annual signature events, Cavalcade of Lights and the Waterfront Bus Shuttle project.

- **Waterfront Bus Shuttle:** Pilot project to provide FREE bus service from Ontario Place through the Waterfront to the Distillery. Stops may include Exhibition Place, Fort York and Union Station. Carol presently in discussions with Ontario Place who are celebrating their 40th anniversary this year and awaiting their own budget approval. Event Committee to discuss pros and cons of the shuttle and sponsorship opportunities and report back to the Board. The operator of the shuttle would be selected thru an open bid process.
- **Administration:** Marketing Coordinator position to be added. This topic addressed later in the meeting.
- **eNewsletter:** Quarterly editions distributed electronically to our database with the first edition January 2011. New Member spotlights planned to be a monthly feature when there are new members to feature.
- **Reserve Funds:** Plan to build a reserve for future events and projects.
- **Review of the 2011 Budget Summary** as presented at the AGM. Approval by January 26. Payment of levy could be as late as end of March. We have budgeted for this possibility. We are expecting payment of approximately \$13,000 as GST/HST refund by mid-February. We are on track per AGM presentation to the Board. Dermot asked about \$5,000 fee to TABIA...covers fees for such things as TTC subway posters for which we receive preferred pricing.

Discussion as to expansion of lighting along the Central Waterfront area. Some felt that expense was prohibitive. They asked about animated figures which were discussed in previous years. Carol advised that this would be discussed at the Event committee meetings as to portion which could be part of capital cost through City cooperation and what would be part of Waterfront Toronto revitalization plans particularly with regard permanent pole hardware and also partner involvement.

Carol reviewed the recent successful Winterfest event whose increased numbers and exposure through our publicist, Ashworth & Associates accounted for the awareness of the event and addition of Santa Cruises during the 3 weekend event. The addition of PawsWay programming inside the Queens Quay Terminal was a first this year. The Event Committee will also discuss way-finding signage along the Queens Quay for future events. City of Toronto now on board for their website. More social media will be discussed for promoting events. Partners participating in media campaigns.

EVENT COMMITTEE (EC) NOMINEES – CAROL JOLLY/KEVIN CURRIE

Copies of the electronically distributed list of EC Nominees were presented to the Board members. Carol had reviewed the mandate of the committee in previous comments and Kevin asked that a Chair be nominated and elected. Nancy and Shey were asked. They accepted the nomination for Chair.

KEVIN CURRIE ASKED FOR A MOTION TO APPROVE THE MEMBERS OF THE EVENT COMMITTEE AS PRESENTED.

MOTION TO APPROVE: Rosie Middleton

SECONDED: Christina Medeiros

APPROVED: Unanimous

CARRIED

KEVIN CURRIE ASKED FOR A MOTION TO APPROVE Shey Clark as Chair of the Event Committee;

MOTION TO APPROVE: Robert Zeidler

SECONDED: Cindi Vanden Heuvel

APPROVED: Unanimous

CARRIED

The EC members will be advised by Outlook Calendar of their first meeting in February, including time and location.

EXPANSION STEERING COMMITTEE (ESC) – CAROL JOLLY

An ES Committee is to be established with respect to our East/West expansion of the Waterfront BIA which is a 6-month process. We require a 4 – 5 member committee which would be champions of the expansion process. Lynn and Carol will be meeting with various members in the expansion areas before the public process which will involve a voting process as to whether the expansion will move ahead. Process will be driven through the BIA office and be presented to the membership at the AGM in 2011. Nancy Gavin was asked to be chair of the ESC.

KEVIN CURRIE ASKED FOR A MOTION TO APPROVE Nancy Gavin as Chair of the Expansion Steering Committee;

MOTION TO APPROVE: Robert Zeidler

SECONDED: Blair Keetch

APPROVED: Unanimous

CARRIED

MARKETING COORDINATOR POSITION – CAROL JOLLY

Carol introduced the topic of adding a marketing coordinator position. Carol said salary range would be in the \$40-50,000 and report to the Executive Director. Discussion followed on the pros and cons of salaried vs contract and part-time vs full-time for the position. It was determined that this was a discussion for the Executive of the Board and a meeting will be set up including Carol and the Executive to discuss the position and report back to the Board.

DECEMBER FINANCIALS – CAROL JOLLY

The Financials as at December 31, 2010 were presented to the meeting. Carol advised that as our accountant was unavailable until just before the meeting to update the financials, we were only able to distribute at the meeting. Arrangements have been made to have our bookkeeper come in the first week of the month in order to distribute the financials to the Board prior to the meeting to allow for perusal and discussion at the meetings. We will not be receiving our first levy payment until the end of March due to the new Council meeting later than in previous years. Due to the prepayment by Redpath and Brookfield for their sponsorship of 2011 events, we will have cash flow through to March. Some invoices from the RTWF and the Cavalcade of Lights were deferred to 2011. These will be paid when the levy has been received. All suppliers are in compliance with these terms.

KEVIN CURRIE ASKED FOR A MOTION TO APPROVE the Financials as presented.

MOTION TO APPROVE: Helder Melo

SECONDED: Rosie Middleton

APPROVED: Unanimous

CARRIED

HYDRO POLE BANNER USAGE – CAROL JOLLY

TABIA meeting at City Hall on January 26 with Toronto Hydro do discuss current status of pole usage and is expected to bring a large contingent of BIAs. According to the City, BIA's have first right of refusal on all Hydro poles in their community. Carol is currently holding a contract to be signed that would agree to allow Harbourfront Centre 6 months usage of 1/3 of the BIA's poles. To be discussed further after the TABIA / Toronto Hydro presentation at the next Board meeting.

TABIA SURVEY

A survey was sent to the Board for completion. Members sent directly to TABIA.

There being no further business, the meeting was adjourned.

