

**THE WATERFRONT BIA (WBIA)
BOARD OF DIRECTORS MEETING
April 12, 2011**

ATTENDEES:

Blair Keetch, PawsWay
Carol Jolly, Waterfront BIA
Christina Medeiros, Maple Leaf Quay
Cindi Vanden Heuvel, Mariposa Cruises
Craig Somers, CitySightseeing Toronto
Kevin Currie, Wheel Excitement
Nancy Gavin, Redpath Sugar
Robert Zeidler, Brookfield Properties
Rosie Middleton, Briarlane Property Management
Shey Clark, Great Lakes Schooner

REGRETS:

David Hessels, City of Toronto
Dermot McKeown, Radisson Admiral Hotel
Helder Melo, Harbourfront Centre

GUEST PRESENTERS:

Krista Slack, Krista Slack & Aylett
Lea Parrell, Harmony Marketing

MEETING RECORDER: Lynn Haderlein, Waterfront BIA

1. MEETING CALL TO ORDER

Kevin Currie called the meeting to order, introducing our guest presenters Krista Slack and Lea Parrell and recommended moving to the presentation of Tall Ships 2013 with business part of the meeting to follow.

2. TALL SHIPS 2013 PRESENTATION (ITEM 4 AND 5 PER AGENDA)

Krista Slack and Lea Parrell presented their marketing proposal for an annual Redpath Toronto Waterfront Festival and establishment of a new non-profit with the WBIA represented on the Board and a request for the WBIA to be a Presenting Sponsor. Summary notes from the presentation are attached.



IN SUMMARY, REQUESTED THE WBIA TO:

- be a Presenting Sponsor of the Redpath Toronto Waterfront Festival - benefits to be customized
- provide a person to sit on the Board of the new non-profit
- not be required to sign the ASTA Contract
- provide coordination and activation with BIA members
- provide our access to Hydro Pole Banners, TTC posters and any other marketing discounts
- commit before Friday, April 22, 2011 due to timing for corporate solicitations and government grants
- Sponsor Fees 2012: \$150,000 and 2013: \$250,000

Kevin Currie thanked Lea and Krista for their presentation at which time they departed the meeting.

Floor was then opened for discussion of the presentation and the request to the Board.

Nancy Gavin declared a conflict of interest due to Title Sponsorship.

Several members remarked that as grants would depend on BIA participation and sponsorship that our commitment would be critical to the event.

There was also discussion as to the intellectual property and the use of the name "Redpath Toronto Waterfront Festival" which belongs to the Waterfront BIA and the use of the name as well as the history and usage of media and other information for the success of future government grants and corporate sponsorships.

Discussion as to the current status of the WBIA finances regarding an early cash commitment along with a letter of intent. Current budget did not consider this investment and with our approved dedication to reducing the debt to zero this year could not be considered at this time.

Discussion as to secondary financing in the interim.

KEVIN CURRIE ASKED FOR A MOTION TO APPROVE a Letter of Intent of participation as a member of the non-profit for a 2-year period, including establishing an equity value of the intellectual property. No financial commitment would be considered until after preparation of the 2012 budget in the late summer of 2011 and final approval by the members at the WBIA AGM planned for September 2011.

MOTION TO APPROVE: Cindi Vanden Heuvel

SECONDED: Blair Keetch

APPROVED: Unanimous

CARRIED

3. APPROVAL OF THE MINUTES OF PRIOR MEETING (AGENDA ITEM 2)

KEVIN CURRIE ASKED FOR A MOTION TO APPROVE Minutes of the Board Meeting of February 10, 2011 electronically circulated to the Board.

MOTION TO APPROVE: Chistina Medeiros

SECONDED: Rosie Middleton

APPROVED: Unanimous

CARRIED

(AGENDA ITEMS 4 & 5 COVERED UNDER ITEM 2.)

6. EXPANSION STEERING COMMITTEE UPDATE - Nancy Gavin and Carol Jolly

Nancy Gavin gave a brief overview of the Public Meeting forming the next step in the process of the BIA expansion. David Hessels of the City of Toronto BIA office and Carol Jolly assisted in the presentation and voting procedures with the result of an unanimous vote by the members present to proceed to the next step which is the request from Steering Committee to submit a letter to the Toronto BIA office requesting an expansion of the BIA. Nancy has signed the letter as Chairperson of the Committee which will be forwarded to the City BIA Office.

Discussion as to the presence of Waterfront Toronto representative, Andrew Gray, at the meeting and comments to Nancy Gavin at a separate meeting as to Waterfront Toronto's meeting with TABIA and City of Toronto BIA and view that the Waterfront BIA should not be moving forward at this time. Kevin to request a meeting with John Campbell and qualification of Andrew Gray's position as representative of Waterfront Toronto or Hines Development.

7. AREA PLANNING COMMITTEE UPDATE – Robert Zeidler and Kevin Currie

a. Recommendation from APC regarding Waterfront Toronto design

Walkabout suggested by Waterfront Toronto in response to our request has been proposed as Tuesday, April 26 from 3:00 to 5:00 p.m. which is the same day as Queens Quay Workng Group meeting at 6:00 p.m. Board polled and requested a date change. Meeting same day for APC members prior to walkabout from 2:00 to 3:00 p.m. to discuss procedure. Bus Management Strategy to be presented immediately.

Comments as to presenting a cohesive group when attending APC meetings. Waterfront Toronto is prepared. BIA does not always present a firm plan as to our concerns for the revitalization. This prompted the suggestion of pre meeting with respect to proposed walkabout.

b. **Recommendation from the APC regarding York-Bay-Yonge Interchange – due April 18**

Comment sheet from York-Bay-Yonge Interchange Public Open House #3 on April 4 to be returned to the City by April 18 with comments on preference of design from the four options presented and comments as to why. Discussion as to letter to accompany this submission as well as various members sending in form independently.

RECOMMENDATION FROM APC TO BOARD – Selection #5 – Two-way street, parking one side. It was felt that without this street the new Queens Quay plan will not work.

KEVIN CURRIE ASKED FOR A MOTION TO APPROVE recommendations from the APC to the Board.

MOTION TO APPROVE: Robert Zeidler

SECONDED: Rosie Middleton

APPROVED: Unanimous

CARRIED

8. EVENT COMMITTEE UPDATE – SHEY CLARK/CAROL JOLLY

Shey advised that she and Carol had discussed the now proposed event for the Fall which came out of the recent Ontario BIA conference. Proposing a September event with a vintage car theme by day and a drive-in movie at night. Possibly using the Rees Street parking lot and/or street closure (construction allowing). The new event idea was enthusiastically received by the Board.

Carol advised that Victoria Day is well underway with 8 partners (4 in-kind) including 2 member hotels and 2 restaurants. A small poster was distributed showing a pirate theme featuring some of the “Treasures of the Waterfront”. TTC posters are being installed for the 4-week run and our publicity is underway. New staff person will be contacting members re the event and to expand the Waterfront Experience (WE) Card program. For the first time, a QR code was used in the poster artwork to link smart phone users directly to our website featuring 50 current participants in the WE card program. In-kind contributions will be awarded to members as prizes for best décor and best staff costume.

AGENDA ITEM 9 - BUS SHUTTLE MOVED TO LAST ITEM

10. NEW HIRE: Ed Byers, Marketing Coordinator

Although Ed’s CV and information letter had already been circulated to the Board, Carol Jolly briefly reviewed Ed Byers qualifications as the successful candidate for the Marketing Coordinator position and his experience with TIFF, 2010 Olympics, Steam Whistle Brewery and his educational background in Tourism, Hospitality & Human Resources. Ed attended the OBIAA conference with Carol in London, ON.

11. BOARD ORIENTATION SEMINAR – City of Toronto – Carol Jolly

Carol briefly spoke to the Board Orientation Seminar attended by Carol and Lynn of the BIA office and one of our new Board Member's Blair Keetch.

City of Toronto rewriting the Municipal Code with respect to BIAs. They plan to present governance sessions to BIA Boards. Conflict of Interest guidelines were stressed as to declare/recuse/step outside during Board meeting discussions.

12. NATIONAL (ONTARIO) BIA CONFERENCE – Carol Jolly

Carol and Ed attended conference April 10-12. Urban Design a big topic. Cities across the country are adopting downtown living with emphasis on pedestrian right-of-way design. We did not receive an award for Tall Ships 2010. Carol felt the focus on awards was more about innovative programs that could be adapted by any BIA. This conference is a worthy training ground for staff as well as networking with other BIA's.

13. FINANCIALS – Carol Jolly

Carol advised that she and Dermot McKeown, our Treasurer, had reviewed the financials to March 31 as distributed electronically to the Board. Statements will be reformatted from April forward to show a year-to-date and variance for greater clarity. For the May Board meeting, Carole T., our bookkeeper will be preparing a new document which will give us a complete annual overview of both the Budget and the Cash Flow.

KEVIN CURRIE ASKED THAT A MOTION BE MADE TO APPROVE THE FINANCIALS TO MARCH 31, 2011

MOTION TO APPROVE: Rob Zeidler

SECONDED: Cindi Vanden Heuvel

APPROVED: Unanimous

CARRIED

14. OTHER BUSINESS – BUS SHUTTLE (AGENDA ITEM 9) – Carol Jolly

Kevin Currie asked our Board Member, Craig Somers, as a proponent under discussion to recuse himself and leave the meeting.

Carol Jolly distributed a colour rendering of the proposed bus shuttle with a cost comparison from the 2 member bus companies who submitted proposals. A meeting was held in the WBIA office and attended by three member bus companies, along with a representative of Ontario Place to discuss the WBIA's interest to sponsor a wrapped and branded coach bus shuttle. This would be a pilot project running hourly, 10 am – 7 pm, May to October 2010. One of the three member bus companies who were contacted declined the offer to submit.

Proposal comparisons were presented as Company A and Company B as well as the intangibles such as commitment to the project and it's potential expansion. Although pricing for both was under the approved budget amount, Proposal B was higher than Proposal A.

Both companies stated their coaches came equipped with video screens and have heating and air conditioning. Both companies were capable of handling the needs of the pilot project.

A partnership has been established with Ontario Place and the Radisson Hotel with a total sponsorship of \$60,000 secured to-date. Sponsorship discussions underway with the Westin, Queens Quay Terminal and St. Lawrence Market (Old Town) BIA that could include the Distillery.

Deadline for commitment is April 30 in order to launch before Victoria Day.

Discussion as to bus route. Is the Distillery too far east? Could this make route time too long; i.e. over the proposed 1-hour loop?

Daily run would be from 10 a.m. to 7 p.m. avoiding rush hour commuters and exit of concert goers. Question as to potential line-ups. Bus is free and public will either choose to wait or move along. Question as to taking people out of area as opposed to into the WBIA. Works both ways.

Carol was asked for her recommendation as to Proposal A or Proposal B with all the caveats. Carol advised that her choice would be Proposal B based on their commitment to the project.

Discussion on price variance and intangibles.

Kevin Currie then asked Board to vote for Proposal A or B and majority would rule and we would move forward with one of the proposed companies. As Chair, Kevin offered that he would not vote unless there was a tie.

Show of hands determined that

	YES VOTE
PROPOSAL A	1
PROPOSAL B	4
ABSTENSIONS	2

Carol will contact both providers with the outcome of the Board's vote and based on the successful outcome of reference checks we will sponsor a Bus Shuttle service provided by Proposal B.

14 (a) **BOARD MEETING TIME CHANGE /BOARD POLL (AGENDA ITEM 3)**

Board polled as to ongoing time for Board Meetings. New time will be 9:00 – 10:30 a.m. on second Thursday of each month.

SCHEDULE OF UPCOMING MEETINGS

- Area Planning – TBD
- Board – Thursday, May 12