

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

**ATTENDEES:**

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

**REGRETS:**

Craig Somers, CitySightseeing  
David Hessels, City of Toronto  
Rosie Middleton, Briarlane

**MEETING RECORDER:** Lynn Haderlein, Waterfront BIA

**1. MEETING CALL TO ORDER**

Kevin Currie called the meeting to order.

**2/3. AMENDMENT TO MINUTES – April 12 – electronically circulated to the Board.**

**KEVIN CURRIE ASKED FOR A MOTION TO APPROVE the Minutes of April 12 including the amendment to the Minutes of April 12 as follows:**

Kevin Currie asked for a motion to approve a Letter of Intent of participation as a member of the non-profit a 2-year period, including establishing an equity value of the intellectual property. The WBIA agrees to become a Sponsor of this event, however, the exact amount of funding provided cannot be finalized 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:** Robert Zeidler

**APPROVED:** Unanimous

**CARRIED**



#### **4. EXPANSION UPDATE – Rob Zeidler/Kevin Currie**

Kevin advised that the City will proceed with the process under Expansion Schedule which is the staff report from City BIA office recommending that the BIA be expanded and that the City Clerk send out a “Notice of Intention to Expand the BIA” to commercial and industrial property owners. The City Clerk will then send out a Notice of Intention to Expand the BIA (the poll) in June which closes in August 2011. BIA Office reports to Council with results of the poll. BIA Expansion is approved if Council adopts staff report (current schedule shows October 2011 date). Expanded BIA hosts its 2011 Annual General Meeting in October 2011.

Kevin advised that we have requested Andrew Gray of Waterfront Toronto to supply developers’ contact information in the Expansion Area regarding a meeting with the BIA following Andrew’s concerns on their behalf regarding BIA expansion. We have not received any further information to date.

#### **5. AREA PLANNING COMMITTEE UPDATE – Rob Zeidler/Kevin Currie**

Rob Zeidler commented on the Area Planning Committee meeting of May 10. Recommendation from the meeting was to present a letter to:

Waterfront Toronto  
Mayor’s Office  
City Councillors

As to our support of the promenade concept but with caveats on areas which do not work under the present configuration.

Reiterate our 4-year communication with Waterfront Toronto and various levels of government....municipal/provincial/federal.

**MOTION TO RECEIVE A RECOMMENDATION FROM THE WATERFRONT BIA AREA PLANNING COMMITTEE** to prepare a letter to Waterfront Toronto, the Mayor’s Office and our City Councillors, Adam Vaughan and Pam McConnell, regarding our support of the Central Waterfront Revitalization with caveats. Kevin Currie and Carol Jolly to prepare and circulate to the Board for comments and final approval.  
**MOTION TO APPROVE:** Helder Melo  
**SECONDED:** Christina Medeiros  
**CARRIED**

(Am I referring to the comments on Rob’s meeting with the leader of the resident group who have met with the Mayor as to their opposition to the current plan)

#### **6. EVENT UPDATE – CAROL JOLLY**

Carol reviewed current status of the Victoria Day event scheduled for May 23.

Fall Event concept has changed through a meeting with Harbourfront Centre on our original idea. BIA is now proposing a 20-week promotion involving a photo contest based on “it’s better by the water” through Facebook and upload to Waterfront Bus Shuttle with 20 prizes (Radisson/Westin

rooms) for the winners judged by celebrity judges in the publishing business and working with Harbourfront Centre's artistic director culminating in a gala evening at Queen's Quay Terminal with wine and cheese and display of photographs in the South Atrium. This also engages our new demographic.....20-30 year olds.....moving away from just family events. Professional and amateur photographers. Tie in with Nuit Blanche on October 1. Nuit Blanche will be coming to the Waterfront in 2012. If we do not use Queen's Quay Terminal, possibly display at public buildings, hotels, Oxford Properties but Queen's Quay Terminal the preferred location. Possibility art could be sold/auctioned and proceeds to our charity of choice. Social media aspect ..... come to the waterfront to take pictures....what about display at areas outside Waterfront.....Eaton Centre.....City Hall....new audience for the Waterfront. Some comment as to tempering expectations as to participation and public interest in this as an event....contest okay. Reality is budget is about \$6,000....total event \$15,000....building for the future.

**MOTION REGARDING REDIRECTION OF THE FALL SIGNATURE EVENT** to a 20-week summer photo contest linking to the Waterfront Bus Shuttle campaign.

**MOTION TO APPROVE:** Dermot McKeown

**SECONDED BY:** Rob Zeidler

**CARRIED**

**Carol to email Event Committee – Update on Fall Event and Hiatus of Committee.**

**REDPATH TORONTO WATERFRONT FESTIVAL – LETTER OF INTENT – Kevin Currie**

Discussion of Letter of Intent regarding RTWF non-profit and BIA participation. Special Committee of the Board to discuss and report back to the Board on Letter of Intent and recommendation. Committee established to be Kevin Currie, Rob Zeidler, Helder Melo, Shey Clark, Nancy Gavin and Carol Jolly. Meeting to be set in May to report to the June 9 Board Meeting. Carol Jolly to electronically circulate the letter of intent as submitted to the entire Board.

**7. BUS SHUTTLE UPDATE –Carol Jolly**

Carol advised that we are over 100 responses to the launch invitation and speakers will be Kevin, John Tevlin and Joel Peters. Mariposa will be catering. As soon as announcement was made we heard from 3 new potential partners.....Distillery/Exhibition/St. Lawrence which will be pursued after the pilot project is completed in October 2011.

**8. BLUE SKY RETREAT – Carol Jolly**

Proposing that we hold the Blue Sky Retreat near the end of June so that plan for 2012 can be prepared over the summer for presentation at the AGM in the Fall. Suggesting ½ day with facilitator and possibly contributing presenters. Details will be circulated prior to the June 9 Board Meeting.

**13. FINANCIALS – Carol Jolly**

Dermot advised that he had reviewed the financials to April 30 and commented that reporting has been refined for easier reference and presentation of detail. No issues with current statements.

**KEVIN CURRIE ASKED THAT A MOTION BE MADE TO APPROVE THE FINANCIALS TO APRIL 30, 2011.**

**MOTION TO APPROVE:** Nancy Gavin

**SECONDED:** Christina Medeiros

**APPROVED:** Unanimous

**CARRIED**

**14. OTHER BUSINESS – DUTIES AND REPORTING OF COMMITTEES.** Rob Zeidler asked that this be added to the agenda of the next regular meeting of the Board on June 9.

#### **SCHEDULE OF UPCOMING MEETINGS**

- Special Committee of the Board – May 26, 2011
- Board Meeting – June 9
- Area Planning Committee – June 14
- Blue Sky (proposed) – June 23 OR June 24

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KEVIN CURRIE

June 9, 2011