

**THE WATERFRONT BIA
EVENT COMMITTEE MEETING MINUTES
FEBRUARY 3, 2011**

ATTENDEES:

Alan Kiddell, Earth Collection
Bruce Hutchinson, Harbourfront Centre
Candace Rowe, Harbourfront Community Centre
Carol Jolly, Waterfront BIA
Christina Medeiros, Maple Leaf Quay
Domenica Hayes, Resident/Writer
Heather Waddell, Harbourfront Centre
Izabella Veress, Managing Matters
Jana Ray, Mariposa Cruises
Janice Smart, Volunteer/Resident
Joan Sanderson, Brookfield
Lea Parrell, Harmony Marketing
Michael Brake, Toronto Tours
Peter Ashworth, Ashworth & Associates
Sandra Shaul, Bicentennial Committee, City of Toronto
Shey Clark, Great Lakes Schooner, Event Committee Chairperson

REGRETS:

Ashley Lloyd, Ashworth & Associates
Dio DiBrito, Tricom Security
Doug Turney, MacLaren McCann Advertising
Marylou Hilliard
Nancy Gavin, Redpath Sugar
Pam Stephen, NOW Magazine
Ray Johnston, Vineyards

MEETING RECORDER: Lynn Haderlein, Waterfront BIA

MEETING CALL TO ORDER

Carol Jolly called the meeting to order and introduced the Chair, Shey Clark who is also a Vice Chair of the Board of Directors.



WELCOME

They welcomed the newly appointed Event Committee and asked that they introduce themselves to the meeting.

MARKETING PACKAGES

Carol distributed copies of the marketing packages to the attendees which contain Board and Committee lists, as well as copies of the posters of the 2010 events including Victoria Day, Redpath Toronto Waterfront Festival, Winterfest and 2011 Family Day along with a copy of the most recent winter issue of the Ripple, our eNewsletter. With the upcoming Expansion, outreach to members in the existing BIA as well as our new areas to the East and West, will include presentation of these packages precluding discussion.

WATERFRONT EXPERIENCE CARD

Janice Smart, a volunteer and area resident, has been spearheading the Waterfront Experience Card program and has signed up over 40 merchants and companies in the Waterfront area who are now participating. The Westin and PawsWay have each ordered a stock of cards to distribute to their patrons. They are featured on our website. Janice is presently completing the update of all 2011 offers and continues to grow the program.

EXPANSION

2011 will see the expansion process completed for the catchment of the Waterfront BIA from Stadium Road on the West, southwards including the Airport and East to Parliament Street. A committee comprised of existing BIA members and new members to the East and West will assist in the process.

SIGNATURE/MARQUEE EVENTS/PROJECTS

Our 2010 business plan set out four signature events for the year, including Family Day/Victoria Day/Fall Event (TBD)/Winterfest. We will build on these events each year to enhance the programming & marketing, adding major partners and allowing more lead time for publicity.

Marquee events such as Tall Ships would only be done every 3 years or every 6 years depending on the circumstances.

Adding Peter Ashworth as Publicist has given us huge return on our investment. Carol reviewed the success of Winterfest 2010 – 60% increase in audience, \$150,000 Media value to partners.

Cavalcade of Lights – investment in the refurbishment of the Tall Ship on the Amsterdam Bridge with LED lighting complete and is now a permanent fixture. Other installations include the Christmas Tree at the Westin, the Firehall and the Music Garden, whose display was featured on the City's Cavalcade web page. Some discussion on the future

and how to expand the connection of lighting displays along the Waterfront as a destination especially at holiday time.

Fall Event (theme to be determined as well as date in September). This event will extend the season and initial idea is to have a boating theme. The two main themes which have received the most favour are:

- Ontario Place co-production on fireworks or offer to produce as standalone.
- Parade of Lights with charter vessels and participating yacht/boat clubs on display. Charity tie-in and a Contest for the best decorated vessel.

Sandra Shaul suggested a co-operation with TIFF on events at the dockside as well as ship receptions and to coordinate the date of our event with TIFF. Sandra also mentioned the US Navy will be in Toronto for Bicentennial and the Air Show in 2012.

Discussion as to whether Ontario Place will be having fireworks. Discussion regarding the Port Authority potentially securing a barge. Ontario Place would want the fireworks at their location. Visuals from Central Waterfront are not optimum. In future, with expansion to include Sugar Beach & Sherbourne Common, the barge could be moved. Lea Parrell advised that cost is a factor with fireworks and music is usually part of the event. Major sponsorship is needed and probably not available for 2011 year as budgets are already set. They also advised of regulations regarding fireworks in the inner harbour.

Jana Ray noted more alignment with the City's events. Also, bringing Disney into the picture with a Parade of Lights. As she has a personal connection, Jana will speak to Disney and get back to the committee with their interest.

Carol suggested that Jana and Lea get together to discuss Disney participation and to develop a sponsorship package for their consideration.

Carol also suggested meeting with representative from TPVA and Mariposa to further discuss Parade of Lights. Carol to arrange.

Carol mentioned an outdoor movie option that was well received during the Redpath Toronto Waterfront Festival as part of the land activation.

WATERFRONT BUS SHUTTLE

Carol advised that talks are still proceeding with Ontario Place on the proposed "wrapped" & branded shuttle operating for visitors to Ontario Place, Fort York, Harbourfront Centre, Queens Quay Terminal, Union Station & the Distillery District as a pilot program for the first year -- May to October. This is not a commuter bus. It's a FREE service for those wishing to visit various points of interest on the Waterfront. We would only proceed based on a 50/50 partnership.

NEXT MEETING - TBD