

ECONOMIC DEVELOPMENT AND PARKS COMMITTEE

A G E N D A

Date of Meeting:	Monday, September 13, 1999	Enquiry:	Ms. Betty Henderson
Time:	9:30 a.m.		Committee Administrator
Location:	Committee Room 2	Telephone:	392-8088
	2nd Floor, City Hall	Fax:	392-2983
	100 Queen Street West, Toronto		

DECLARATIONS OF INTEREST PURSUANT TO THE MUNICIPAL CONFLICT OF INTEREST ACT

CONFIRMATION OF MINUTES

DEPUTATIONS/PRESENTATIONS:

List to be Distributed at Meeting.

COMMUNICATIONS/REPORTS:

1. UPDATE ON ACTIVITIES AT THE METRO CONVENTION CENTRE

(PRESENTATION ITEM)

(No Written Material)

2. EXPANSION OF VICTORIA VILLAGE - AGREEMENT WITH THE CANADIAN MACEDONIAN FEDERATION (WARD 11 - DON PARKWAY)

(DEFERRED FROM JUNE 21, 1999 MEETING - DEPUTATIONS)

Commissioner of Economic Development, Culture and Tourism
(June 2, 1999)

Recommending that:

- (1) the appropriate City officials be authorized to enter into negotiations with the Canadian Macedonian Federation for an agreement based on the key points of the letter of intent referred to in this report; and

- (2) upon successful completion of the negotiations, such agreement be brought forward to the Economic Development Committee and City Council for review and consideration, and not be executed until approval has been obtained.

2a. Mr. James G. Karas, President, Pan-Macedonian Association of Ontario Inc.
(June 21, 1999)

Requesting to make a presentation to the Economic Development and Parks Committee and requesting a postponement for the hearing of deputations.

2b. Mr. Michael Papadouris, AHEPA
(undated)

Requesting to make a presentation to the Economic Development and Parks Committee and to have the matter deferred to the North York Community Council meeting.

2c. Dr. Tasos Karantonis, President, The Greek Community of Metropolitan Toronto Inc.
(June 29, 1999)

Respecting the decisions of the Scarborough Community Council regarding the monitoring of the Greek Community Festivals.

**3. HARMONIZATION OF ICE RENTAL RATES -
ARENA BOARDS OF MANAGEMENT - EAST YORK (WARD 1);
LAKESHORE-QUEENSWAY, (WARD 2); YORK HUMBER, WARD 27;
AND ALL FORMER CITY OF TORONTO WARDS**

(DEFERRED FROM JULY 12, 1999 MEETING - DEPUTATIONS)

(STAFF PRESENTATION)

Commissioner of Economic Development, Culture and Tourism
(June 22, 1999)

Providing an outline identifying potential implementation options and financial effects of harmonizing ice rental rates and policies between City owned, City operated indoor arenas and City owned, Board of Management or service agency operated arenas; and recommending that:

- (1) the principle of harmonization of ice rental rates across the City be adopted;
- (2) in addition to financial statements, the Arena Boards of Management and the two arenas leased by Lions' Clubs, as well as city managed arenas, be required to report

annually on the statistical usage by category of renters as set out in this report (Appendix "D");

- (3) the Department staff continue to work co-operatively with the Arena Boards and Lions Clubs to review harmonization issues and opportunities for cooperative service initiatives;
- (4) the ice rental category of "Community Youth" (local youth involved in ice activities) be harmonized effective September 1, 2000, at an annualized cost of \$141,321.00;

OR

instead of the Departmental Recommendation No. (4), the Committee may wish to choose:

- (5) no change occur at this time with respect to harmonization of ice rental rates at Board of Management or Agency operated arenas.

3a. Councillor Bill Saundercook, Chair, Works Committee
(July 5, 1999)

Requesting that Recommendation No. (4) in the report (June 22, 1999) from the Commissioner of Economic Development, Culture and Tourism be amended to read "effective September 1, 1999"; and that staff be authorized to negotiate on an arena specific basis with the arena Boards of Management in conjunction with the "Community Youth" user groups in order to adjust the contracts between these user groups and the Boards allowing for the flow-through of the savings to the user groups as a result of lower ice rental rate, and that the department budget be adjusted accordingly.

3b. Councillor Anne Johnston, North Toronto
(July 7, 1999)

Requesting that this item be deferred until October 1999, to allow the arena boards time to review the Commissioner's report and to respond to same.

3c. Mr. Eric Anweiler, Manager, North Toronto Memorial Arena
(July 5, 1999)

Requesting that this item be deferred until September or October 1999, to allow Arena Boards, Users Groups and Individuals ample time to study this report and prepare to come before the Economic Development Committee and make their concerns heard.

- 3d.** Mr. Donald G. Ottaway, Chair, Ted Reeve Community Arena
(July 6, 1999)

Requesting that this item be postponed until September 1999, so that the Board Chairs and the Members can discuss and present their comments without being rushed into perhaps what might be a compromised position.

- 3e.** Mr. Peter Simmie, Chairman, Leaside Gardens Board of Management
(July 6, 1999)

Commenting on the options presented in the draft report on Ice Harmonization.

4. INTERNATIONAL UNION OF LOCAL AUTHORITIES

(DEFERRED FROM JULY 12, 1999 MEETING)

(PRESENTATION ITEM)

International Union of Local Authorities
(March 24, 1999)

Forwarding the International Union of Local Authorities Barcelona Congress Declaration within the spirit of their Congress theme, "Local Government Uniting in a Global Mission", for the information of the Economic Development and Parks Committee.

5. AMERICA'S BUSINESS FORUM (ABF): SHOWCASING TORONTO TO THE HEMISPHERE - ALL WARDS

(PRESENTATION BY DEPARTMENT OF FOREIGN AFFAIRS AND INTERNATIONAL TRADE)

Commissioner of Economic Development, Culture and Tourism
(August 23, 1999)

Advising that America's Business Forum (ABF) will be held at the Convention Centre's South Building on November 1 and 2, 1999; providing additional background to the presentation to be made by the Department of Foreign Affairs and International Trade; and recommending that the report be received for information.

6. LONG TERM PLANNING FOR PARKS AND RECREATION FACILITIES - ALL WARDS

(STAFF PRESENTATION)

Commissioner of Economic Development, Culture and Tourism
(August 23, 1999)

Outlining general directions for the development of long term plans for parks and recreation facilities; and recommending that this report be received for information.

7. ENTERPRISE TORONTO (TORONTO SMALL BUSINESS ENTERPRISE CENTRE/MEDT/PUBLIC AND PRIVATE SECTOR PARTNERSHIP) - WARD 4 MARKLAND-CENTENNIAL; WARD 10 NORTH YORK CENTRE; WARD 16 SCARBOROUGH HIGHLAND CREEK; WARD 24 DOWNTOWN

Commissioner of Economic Development, Culture and Tourism
(August 23, 1999)

Providing a proposed Strategic Business Plan for Enterprise Toronto; and recommending that:

- (1) the Strategic Business Plan, Executive Summary, attached as "Schedule A", be adopted;
- (2) a member of the Economic Development and Parks Committee be appointed for a one year term on the Enterprise Toronto Advisory Committee; and
- (3) the appropriate City officials be directed to take the necessary action to give effect thereto.

8. NATURAL ICE RINK PROGRAM - ALL WARDS

Commissioner of Economic Development, Culture and Tourism
(August 23, 1999)

Providing information regarding the harmonization of the operation of natural ice rinks in the City of Toronto; and recommending that:

- (1) effective January 1, 2000, the operation of all natural ice rinks in the City of Toronto become the responsibility of interested community groups and volunteers, with the exception of those rinks being provided on park ponds, which would continue to be maintained by Parks and Recreation staff; and
- (2) City staff provide guidance to the community groups and volunteers in the making of natural ice rinks and the necessary maintenance requirements; Parks and

Recreation staff continue to install temporary lighting and rink boards, and provide hoses for volunteers to use; and in addition, City staff provide snow removal services for the community operated rinks during excessive snowfall situations, along with regular monitoring of the rinks, to ensure public safety.

**9. YORK-FAIRBANK CENTRE FOR SENIORS - BOCCE COURTS -
WARD 28 YORK EGLINTON**

Commissioner of Economic Development, Culture and Tourism
(August 23, 1999)

Recommending that:

- (1) the City of Toronto Parks and Recreation Division, West District - East Region staff provide the maintenance and management of the new bocce facility in Fairbank Park and that a permit procedure be in place to allow the York-Fairbank Centre for Seniors to request time for use of the bocce facility;
- (2) maintenance staff of the City of Toronto be available to cover permits as requested during the months of July and August from 12:00 noon to 7:00 p.m., and from September through December 1999 from 12:00 noon to 9:00 p.m.; and
- (3) the request for additional funds to include wages and mileage be included as part of the grant application submitted by the York-Fairbank Centre for Seniors to the Social Development unit of Community and Neighbourhood Services.

9a. Ms. Lisa Tobio, Executive Director,
York-Fairbank Centre for Seniors
(June 7, 1999)

Advising that the Bocce facility at the York-Fairbank Centre for Seniors will be ready for use by the middle of July; requesting that a Program Co-ordinator be assigned to co-ordinate the new Bocce courts; and forwarding a proposal, similar to the Snow Link Program partnership that the City of Toronto and York-Fairbank Centre for Seniors presently have, in which program services are provided through the Centre and billed to the City of Toronto.

**10. THE PROPOSED PROCESS FOR THE PROVISION OF
OUTDOOR WATERPLAY FACILITIES - ALL WARDS**

Commissioner of Economic Development, Culture and Tourism
(August 23, 1999)

Suggesting criteria for the selection of future sites for waterplay facilities; providing an inventory of existing facilities; and recommending that:

- (1) the Economic Development Culture and Tourism Department include waterplay facilities in the Recreation Facility Provision Assessment Study now underway;

- (2) Economic Development, Culture and Tourism staff follow the interim approach outlined in this report for identifying sites for waterplay facilities until the Recreation Facility Service Provision Assessment Study and a plan for waterplay facilities are completed; and
- (3) the appropriate City Officials be authorized and directed to take the necessary action to give effect thereto.

**11. RECREATION NEEDS ASSESSMENT AND FEASIBILITY STUDY
FINDINGS AND RECOMMENDATIONS RESPECTING FIVE STUDY
AREAS - WARD 2, 6, 19, 24, 25, 27, 28**

Commissioner of Economic Development, Culture and Tourism
(August 23, 1999)

Reporting on the objectives, approach and findings of a needs assessment and feasibility study (draft final stage) for proposed indoor recreation facilities in five areas of the city (South Etobicoke, Western North York, York, Parkdale and St. James Town); and recommending that:

- (1) the findings of the needs assessment and recreation study, as contained in the draft final study report and outlined in this report, for the areas of South Etobicoke, Western North York, York, Parkdale, and St. James Town be received;
- (2) staff be directed to report back to the Economic Development and Parks Committee following the public meetings anticipated to be held in each of the study areas in October; and
- (3) the guidelines outlined in this report for structuring the inclusion of the proposed facilities in the Parks and Recreation Capital Program be considered by Council.

**12. LEASE OF LANDS TO TORONTO ISLANDS
RESIDENTIAL COMMUNITY TRUST - WARD 24**

Commissioner of Economic Development, Culture and Tourism
(August 23, 1999)

Recommending that:

- (1) Authority be granted for the City of Toronto to enter into Lease Agreements with the Toronto Islands Residential Community Trust respecting the Barge Dock Lands (Part 1, Plan 64R-15103) and part of the lot associated with 34 Bayview Avenue (Part 2 on the Draft Reference Plan submitted by the Trust with its letter of October 4, 1997); and
- (2) the appropriate City Officials be authorized and directed to take the necessary action to give effect thereto.

**13. DECISION-MAKING PROTOCOL FOR
PARKS AND RECREATION MATTERS - ALL WARDS**

Commission of Economic Development, Culture and Tourism
(August 23, 1999)

Recommending that:

- (1) this report be forwarded to the Community Councils for consideration, with a request that any comments be forwarded to the Economic Development and Parks Committee for consideration at its November 8, 1999 meeting;
- (2) upon consideration of this report and any comments from the Community Councils, the Economic Development and Parks Committee endorse the protocol outlined in this report for dealing with parks and recreation matters and authorize its use by the Commissioner of Economic Development, Culture and Tourism (or designate) in determining the appropriate Committee routing process for parks and recreation matters; and
- (3) authority be granted to introduce any necessary Bills in Council.

14. ECONOMIC DEVELOPMENT BANNER AND MURAL PROGRAM - ALL WARDS

Commissioner of Economic Development, Culture and Tourism
(August 18, 1999)

Advising that through the Economic Development Banner and Mural Program, Business Improvement Areas (BIAs) and business associations across the City are eligible to make proposals for the funding of murals in commercial districts; the program encourages businesses, residents and local artists to work together to develop proposals reflecting a locally driven theme; and recommending that:

- (1) the Economic Development Mural Program Agreement (Appendix "A") be used as a template for the installation of murals on private properties and that Council authorize the City Clerk and Chief Financial Officer and Treasurer to enter into such agreements; and
- (2) the appropriate City officials be directed to take the necessary action to give effect thereto.

15. APPOINTMENTS TO THE BOARDS OF MANAGEMENT FOR BUSINESS IMPROVEMENT AREAS AND AMENDMENTS TO THE (FORMER TORONTO) MUNICIPAL CODE CHAPTER 20, BUSINESS IMPROVEMENT AREAS - VARIOUS WARDS

Commissioner of Economic Development, Culture and Tourism
(August 20, 1999)

Reporting on changes to membership of Boards of Management for Business Improvement Areas requiring Council approval and a by-law amendment; forwarding Schedule "A" detailing the amendments to (former Toronto) Municipal Code, Chapter 20 and Appendix 1 listing the names of the nominees to be appointed; and recommending that:

- (1) amendments be made to Schedule "A" Individual Boards of Management, of the (former Toronto) Municipal Code Chapter 20, Business Improvement Areas as set out in Schedule "A"; these changes are specific to Number of Members and Members Needed for Quorum and are highlighted by "Changes From and To";
- (2) amendments be made to Schedule "A" Individual Boards of Management, of the (former Toronto) Municipal Code Chapter 20, Business Improvement Areas as set out in Schedule "B"; these changes are specific to Number of Council Members and Ward and are highlighted by "Changes From and To";
- (3) Council appoint the nominees listed in Appendix 1 of this report to the Boards of Management for Bloor/Bathurst-Madison, Bloordale Village, Bloor West Village, Danforth by the Valley, Eglinton Way, Forest Hill Village, Hillcrest Village, Keele-Eglinton, Kennedy Road and Roncesvalles Village Business Improvement Areas;
- (4) the term of office is to expire on November 30, 2000, or as soon thereafter as successors are appointed; each of the named nominees meets the requirements of Section 220 of the Municipal Act, as amended;
- (5) leave be granted for the introduction of the necessary bill in Council to give effect thereto; and
- (6) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**16. RENAMING OF BELTLINE PARK (WARD 22)
- THE KAY GARDNER BELTLINE PARK**

Councillor Michael Walker, North Toronto
(August 23, 1999)

Recommending that staff from the Economic Development, Culture and Tourism Department, Parks and Recreation Division, in consultation with Heritage Toronto staff, be requested to report on renaming the Beltline Park which runs right through Ward 22 in the old City of Toronto, the “Kay Gardner Beltline Park” in recognition of former Councillor Kay Gardner who was instrumental in creating the park back in 1989.

**17. RENAMING OF NEW PARKETTE - NORTH EAST CORNER OF YONGE STREET
AND LAWRENCE AVENUE EAST - THE GEORGE MILBRANDT PARKETTE**

Councillor Michael Walker, North Toronto
(August 23, 1999)

Recommending that staff from the Economic Development, Culture and Tourism Department, Parks and Recreation Division, in consultation with Heritage Toronto staff, be requested to report on naming the new parkette on the north-east corner of Yonge Street and Lawrence Avenue East in Ward 22, “The George Milbrandt Parkette”, in recognition of local citizen George Milbrandt who was instrumental in creating the park.

**18. THIRD PARTY OUTDOOR ADVERTISING ON CITY PROPERTY
AND ASSETS - ALL WARDS**

Commissioner of Economic Development, Culture and Tourism and
Acting Commissioner of Corporate Services
(August 23, 1999)

Examining issues relating to the development and implementation of a third party outdoor advertising program for City of Toronto properties and assets; seeking Council’s authorization to conduct a public consultation process regarding such advertising; advising that the draft objective and principles for third party outdoor advertising contained in this report will form the basis for discussion during the community consultation process; and recommending that:

- (1) City Council endorse the draft objective and principles for third party outdoor advertising contained in this report, and authorize the Commissioner of Economic Development, Culture and Tourism, and the Acting Commissioner of Corporate Services, to commence a public consultation process regarding third party outdoor advertising, utilizing the draft objective and principles set out in this report as a basis for discussion;

- (2) the Commissioner of Economic Development, Culture and Tourism, and the Acting Commissioner of Corporate Services, report back to the Economic Development and Parks Committee, and the Administration Committee, respecting Recommendation No. 1, including in the report a draft third party outdoor advertising program which takes into consideration the input gained from the public consultation process;
- (3) Council's consideration of unsolicited proposals for third party outdoor advertising on City-owned property and facilities be deferred until Council has adopted a formal process for receiving, evaluating and making decisions on such proposals as part of a third party outdoor advertising program, subject to the deferral not including the proposed litter bin program which is currently under consideration, or any signage associated with City partnership or promotional initiatives; and
- (4) this report be forwarded to each Community Council for information purposes.

19. 1999 BUSINESS IMPROVEMENT AREA BUDGETS SUPPLEMENTARY REPORT NO. 4: FOREST HILL VILLAGE BUSINESS IMPROVEMENT AREA

Chief Financial Officer and Treasurer
(August 26, 1999)

Submitting, for Council approval, the proposed 1999 Operating Budget for the Forest Hill Village Business Improvement Area (BIA); advising that Council approval of this budget is required by the *Municipal Act* to permit the City to collect funds on behalf of the BIA through a special tax levy; and recommending that:

- (1) the Economic Development and Parks Committee adopt and certify to City Council the 1999 expenditures of the Forest Hill Village Business Improvement Area of \$22,000.00;
- (2) a copy of this report be forwarded to the Policy and Finance Committee for its information; and
- (3) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

20. SUPPORT FOR COMMUNITY AND MAJOR FESTIVALS - ALL WARDS

Commissioner of Economic Development, Culture and Tourism
(August 23, 1999)

Providing information regarding support available to community and major festivals and events; referring to a more substantive report in this regard which was adopted by Council at its meeting on June 9, 10 and 11, 1999; and recommending that this report be received for information.

21. NATIONS IN BLOOM COMPETITION - ALL WARDS

Commissioner of Economic Development, Culture and Tourism
(August 23, 1999)

Reporting on the status of the Nations in Bloom 99 project and competition process; and recommending that this report be received for information.

22. AMERICAN ECONOMIC DEVELOPMENT COUNCIL PROMOTIONAL MATERIALS AWARDS COMPETITION - ALL WARDS

Commissioner of Economic Development, Culture and Tourism
(August 23, 1999)

Informing members of Council that the Toronto Lure and Sector Brochure series, created by the Economic Development Office and Corporate Communications Division, has been recognized by the American Economic Development Council with a first place Marketing Award; that the annual Promotional Materials Awards Competition showcases the best efforts of economic development organizations in attracting and retaining business through marketing materials; and recommending that this report be received for information.

ANY OTHER MATTERS