

THE CITY OF TORONTO

City Clerk's Division

Minutes of the Economic Development and Parks Committee

Meeting No. 4

Monday, September 13, 1999

The Economic Development and Parks Committee met on Monday, September 13, 1999, in Committee Room 2, 2nd Floor, City Hall, Toronto, commencing at 9:44 a.m.

Attendance

Members were present for some or all of the time period indicated.

	9:44 a.m. - 12:55 p.m.	2:16 p.m. - 5:25 p.m.
Councillor Brian Ashton, Chair	X	X
Councillor Elizabeth Brown	-	-
Councillor Raymond Cho	X	X
Councillor Mike Feldman	-	-
Councillor Mario Giansante	X	X
Councillor Joan King	X	X
Councillor George Mammoliti	X	X
Councillor Jane Pitfield	X	X
Councillor Sherene Shaw	X	X
Councillor Mario Silva	X	X
Councillor Mike Tzekas	X	X

Also Present:

Councillor Brad Duguid	Councillor Pam McConnell
Councillor Robert Davis	Councillor Joe Mihevc
Councillor Joanne Flint	Councillor Joe Pantalone
Councillor Anne Johnston	Councillor Kyle Rae
Councillor Irene Jones	Councillor Michael Walker

Confirmation of Minutes

On motion by Councillor Silva, the Minutes of the Economic Development and Parks Committee meeting held on July 12, 1999, were confirmed.

4.1 Update on Activities at the Metro Convention Centre.

The Economic Development and Parks Committee received a presentation from Mr. Tom Wells and Mr. Howard Brown, City Appointed Directors, Metro Toronto Convention Centre, providing an update on present and future activities at the Metro Convention Centre.

The Chair, on behalf of the Committee, thanked Mr. Wells and Mr. Brown for their presentation and requested that they provide the Committee with updates on an ongoing basis.

On motion by Councillor King, the Economic Development and Parks Committee received the foregoing presentation for information.

(Clause No. 15(a), Report No. 3)

4.2 Expansion of Victoria Village Arena - Agreement with the Canadian Macedonian Federation (Ward 11 - Don Parkway).

The Economic Development and Parks Committee had before it a report (June 2, 1999) from the Commissioner of Economic Development, Culture and Tourism, 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 and Parks Committee and City Council for review and consideration, and not be executed until approval has been obtained.

The Economic Development and Parks Committee also had before it the following communications:

- (i) (June 21, 1999) from Mr. James G. Karas, President, Pan-Macedonian Association of Ontario Inc., requesting to make a presentation to the Economic Development and Parks Committee and requesting a postponement for the hearing of deputations.
- (ii) (undated) from Mr. Michael Papadouris, AHEPA, 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.

On motion by Councillor Shaw, the Economic Development and Parks Committee deferred consideration of the aforementioned report and communications to the next meeting of the Committee to be held on October 4, 1999.

(Commissioner of Economic Development, Culture and Tourism; c. Councillor Denzil Minnan-Wong, Don Parkway; Mr. James G. Karas, President, Pan-Macedonian Association of Ontario Inc.; Mr. Michael Papadouris, AHEPA - September 17, 1999)

(Clause No. 15(b), Report No. 3)

**4.3 Harmonization of Ice Rental Rates
Arena Boards of Management - Ward 1 (East York);
Ward 2 (Lakeshore-Queensway); Ward 27 (York Humber);
and All Former City of Toronto Wards.**

The Economic Development and Parks Committee had before it a report (June 22, 1999) from the Commissioner of Economic Development, Culture and Tourism, 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 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;
- (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.

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The Economic Development and Parks Committee also had before it the following communications:

- (i) (July 5, 1999) from Councillor Bill Saundercook, Chair, Works Committee, 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;
- (ii) (July 7, 1999) from Councillor Anne Johnston, North Toronto, 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;
- (iii) (July 5, 1999) from Mr. Eric Anweiler, Manager, North Toronto Memorial Arena, 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;
- (iv) (July 6, 1999) from Mr. Donald G. Ottaway, Chair, Ted Reeve Community Arena, 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;
- (v) (July 6, 1999) from Mr. Peter Simmie, Chairman, Leaside Gardens Board of Management, commenting on the options presented in the draft report on Ice Harmonization;
- (vi) (September 4, 1999) from Ms. Vivian Perks, requesting that the City reconsider the option of harmonizing ice rental rates at the North Toronto Memorial Arena;
- (vii) (September 8, 1999) from Mr. Thomas C. MacMillan, advising of his concerns regarding the harmonization of ice rental rates at the North Toronto Memorial Arena;
- (viii) (September 9, 1999) from Mr. L. Milton Hess, Q.C., advising of his concerns regarding the harmonization of ice rental rates at the North Toronto Memorial Arena;
- (ix) (September 9, 1999) from Mr. Eric L. Versteeg, expressing his lack of support for the ice rental harmonization proposal presently under consideration, and outlining his concerns;

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- (x) (September 10, 1999) from Councillor Anne Johnston, North Toronto, requesting that the Committee adopt Recommendation No. (5) in the report (June 22, 1999) from the Commissioner of Economic Development, Culture and Tourism; and
- (xi) (September 12, 1999) from Ms. Susan Krausz, President, North Toronto Hockey Association, expressing her concern regarding the proposed harmonization of ice rental rates and the proposed reduction in ice rates at North Toronto Arena which will result in the arena running at a deficit, rather than a surplus.

Mr. Mario Zanetti, Director of Parks and Recreation, South District, made a presentation to the Economic Development and Parks Committee in connection with the foregoing matter.

The following persons appeared before the Economic Development and Parks Committee in connection with the foregoing matter:

- Councillor Anne Johnston, North Toronto;
- Mr. Bill Channing, Greater Toronto Hockey League;
- Mr. Peter Simmie, Chair, Leaside Arena;
- Councillor Michael Walker, North Toronto;
- Mr. Brian McGroarty, William H. 'Bill' Bolton Arena;
- Ms. Jacyn Wade, North Toronto Skating Club;
- Ms. Lucy Kovac, North Toronto Skating Club;
- Mr. Jim Herder, Chair, North Toronto Memorial Arena Board of Directors;
- Ms. Kathy Grant, Toronto, Ontario;
- Mr. Richard Parker, Toronto, Ontario;
- Mr. Kevin Gordon, Toronto, Ontario;
- Mr. Jim Lutz, President, Leaside Hockey Association; and
- Ms. Debbie Wilkes, Toronto, Ontario.

On motion by Councillor Giansante, the Economic Development and Parks Committee:

- (1) deferred consideration of the foregoing report and communications and directed that a working group be established to look further into the harmonization of ice rental rates at Board of Management or Agency operated Arenas, and report thereon to the Economic Development and Parks Committee on or before September 2000; and
- (2) requested the Commissioner of Economic Development, Culture and Tourism to report to the Economic Development and Parks Committee meeting on October 4, 1999, on membership of the aforementioned working group:

(Commissioner of Economic Development, Culture and Tourism; c. All Interested Parties - September 17, 1999)

(Clause No. 15(c), Report No. 3)

4.4 International Union of Local Authorities.

The Economic Development and Parks Committee had before it a written submission (March 24, 1999) from the International Union of Local Authorities, entitled "IULA Barcelona Congress Declaration" within the spirit of their Congress theme, "Local Government Uniting in a Global Mission".

Councillor Ashton appointed Councillor Pitfield Acting Chair and vacated the Chair.

On motion by Councillor Ashton, the Economic Development and Parks Committee recommended to Council:

- (1) that the Chief Administrative Officer, in co-operation with relevant departments, develop a corporate policy framework for the international activities of the City of Toronto, the said policy framework to outline the City of Toronto's major international goals and demonstrate how these goals are being met through various program activities, noting that this task was originally part of the work plan of the World City Committee but, due to time limitations, the World City Committee was unable to complete this task;
- (2) that the City of Toronto endorse the International Union of Local Authorities (IULA) Barcelona Congress Declaration and forward this Declaration to the Provincial and Federal Governments; and
- (3) that the written submission for the International Union of Local Authorities, entitled "IULA Barcelona Congress Declaration", be received.

Councillor Ashton resumed the Chair.

(Commissioner of Economic Development, Culture and Tourism; Chief Administrative Officer; c. International Union of Local Authorities - September 17, 1999)

(Clause No. 1, Report No. 3)

4.5 America's Business Forum (ABF): Showcasing Toronto to the Hemisphere - All Wards.

The Economic Development and Parks Committee had before it a report (August 23, 1999) from the Commissioner of Economic Development, Culture and Tourism, 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.

Ms. Roberta O. Cross, Senior Trade Commissioner, Department of Foreign Affairs and International Trade, gave a presentation to the Economic Development and Parks Committee, on "America's Business Forum (ABF): Showcasing Toronto to the Hemisphere", and filed a copy of her submission.

Ms. Brenda Librecz, Managing Director, Economic Development, encouraged Members of the Committee to submit names of businesses that would be interested in participating in this program.

The Chair, on behalf of the Committee, thanked Ms. Cross, for taking time out of her busy schedule to address the Committee and for her very informative presentation.

On motion by Councillor Pitfield, the Economic Development and Parks Committee received the foregoing presentation and submitted same to Council for its information.

(Clause No. 2, Report No. 3)

4.6 Long Term Planning for Parks and Recreation Facilities - All Wards.

The Economic Development and Parks Committee had before it a report (August 23, 1999) from the Commissioner of Economic Development, Culture and Tourism, outlining general direction for the development of long term plans for parks and recreation facilities; and recommending that the report be received for information.

The Economic Development and Parks Committee also had before it a communication (September 10, 1999) from Ms. Anne Dubas, President, CUPE Local 79, requesting that Local 79 representatives be included in the long term planning process for Parks and Recreation Facilities.

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The following persons appeared before the Economic Development and Parks Committee in connection with the foregoing matter:

- Councillor Joanne Flint, North York Centre South; and
- Councillor Michael Walker, North Toronto.

Councillor Ashton appointed Councillor Pitfield Acting Chair and vacated the Chair.

- A. Councillor Ashton moved that the Commissioner of Economic Development, Culture and Tourism be requested to report back to the Economic Development and Parks Committee meeting on October 4, 1999, providing a consultation work plan with respect to addressing Councillors' concerns with regard to this matter.

(Carried)

Councillor Ashton resumed the Chair.

- B. Councillor Mammoliti moved that the foregoing report and communication be received.

(Carried)

(Commissioner of Economic Development, Culture and Tourism;
c. Councillor Joanne Flint, North York Centre South; Councillor Michael Walker, North Toronto; Ms. Anne Dubas, President, CUPE Local 79 - September 17, 1999)

(Clause No. 15(d), Report No. 3)

4.7 Enterprise Toronto (Toronto Small Business Enterprise Centre/MEDT/Public and Private Sector Partnership) - Markland-Centennial (Ward 4); North York Centre (Ward 10); Scarborough Highland Creek (Ward 16); Downtown (Ward 24).

The Economic Development and Parks Committee had before it a report (August 23, 1999) from the Commissioner of Economic Development, Culture and Tourism, 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.

On motion by Councillor King, the Economic Development and Parks Committee recommended:

- (1) the adoption of the report (August 23, 1999) from the Commissioner of Economic Development, Culture and Tourism; and
- (2) the appointment of Councillor Mario Giansante, Kingsway Humber, for a one year term on the Enterprise Toronto Advisory Committee.

(Clause No. 3, Report No. 3)

4.8 Natural Ice Rink Program - All Wards.

The Economic Development and Parks Committee had before it report (August 23, 1999) from the Commissioner of Economic Development, Culture and Tourism, 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.

The Economic Development and Parks Committee also had before it the following communications:

- (a) (September 10, 1999) from Ms. Anne Dubas, President, CUPE Local 79, urging the Committee to reject the report's recommendation and to ensure that Parks and Recreation employees continue to maintain the City's natural ice rinks;
- (b) (September 10, 1999) from Mr. Michael Penman, Toronto, Ontario, respecting maintaining the natural ice surfaces; and
- (c) (September 13, 1999) from Mr. Brian Cochrane, President, CUPE Local 416, requesting that City officials be directed to meet with Local 416 to discuss their proposed course of action and to provide all the information relating to the Natural Ice Rink Program.

Councillor Ashton appointed Councillor Pitfield Acting Chair and vacated the Chair.

On motion by Councillor Ashton, the Economic Development and Parks Committee withdrew the foregoing report and communications for further review at the request of the Commissioner of Economic Development, Culture and Tourism.

Councillor Ashton resumed the Chair.

(Commissioner of Economic Development, Culture and Tourism;
c. Ms. Anne Dubas, President, CUPE Local 79; Mr. Michael Penman,
Toronto, Ontario; Mr. Brian Cochrane, President, CUPE Local 416
- September 17, 1999)

(Clause No. 15(e), Report No. 3)

**4.9 York-Fairbank Centre for Seniors
Bocce Courts - Ward 28, York Eglinton.**

The Economic Development and Parks Committee had before it a report (August 23, 1999) from the Commissioner of Economic Development, Culture and Tourism, forwarding a request from the York-Fairbank Centre for Seniors to approve a grant for the Centre to hire a co-ordinator for the bocce program offered by the Seniors Centre in the new bocce facility at Fairbank Park, and 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.

The Economic Development and Parks Committee also had before it a communication (June 7, 1999) from Ms. Lisa Tobio, Executive Director, York-Fairbank Centre for Seniors, 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.

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The following persons appeared before the Economic Development and Parks Committee in connection with the foregoing matter:

- Councillor Rob Davis, York Eglinton; and
- Councillor Joe Mihevc, York Eglinton.

Councillor Ashton appointed Councillor Pitfield Acting Chair and vacated the Chair.

A. Councillor Ashton moved:

- (1) the adoption of the report (August 23, 1999) from the Commissioner of Economic Development, Culture and Tourism, subject to deleting the words “during the months of July and August from 12:00 noon to 7:00 p.m.” in Recommendation No. (2);
- (2) that between now and the 2000 Grants Review process, the Recreation Division cover the new costs incurred by the opening of the new Bocce facilities at this location; and
- (3) that the communication (June 7, 1999) from Ms. Lisa Tobio, Executive Director, York-Fairbank Centre for Seniors be received.

(Carried)

Councillor Ashton resumed the Chair.

B. Councillor Mammoliti moved that the Commissioner of Economic Development, Culture and Tourism be requested to report back to the Economic Development and Parks Committee on co-ordinating the York-Fairbank Bocce facility with other such facilities across the City in accordance with the new process emanating from the Bocce Review.

(Carried)

C. Councillor King moved that Councillor Mammoliti’s motion be amended by adding “including the Pleasantview facility”.

(Carried)

(Commissioner of Economic Development, Culture and Tourism; c. Councillor Rob Davis, York Eglinton; Councillor Joe Mihevc, York Eglinton; Committee Administrator, Economic Development and Parks Committee; Ms. Lisa Tobio, Executive Director, York-Fairbank Centre for Seniors - September 17, 1999)

(Clause No. 4, Report No. 3)

**4.10 The Proposed Process for the Provision of
Outdoor Waterplay Facilities - All Wards.**

The Economic Development and Parks Committee had before it a report (August 23, 1999) from the Commissioner of Economic Development, Culture and Tourism, 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.

Councillor Joanne Flint, North York Centre South, appeared before the Economic Development and Parks Committee in connection with the foregoing matter.

Councillor Ashton appointed Councillor Pitfield Acting Chair and vacated the Chair.

On motion by Councillor Ashton, the Economic Development and Parks Committee:

- (1) recommended to Council the adoption of the report (August 23, 1999) from the Commissioner of Economic Development, Culture and Tourism; and
- (2) requested the Commissioner of Economic Development, Culture and Tourism to provide any information with regard to 'requests' from Councillors for such facilities.

Councillor Ashton resumed the Chair.

(Commissioner of Economic Development, Culture and Tourism;
c. Councillor Joanne Flint, North York Centre South - September 17, 1999)

(Clause No. 5, Report No. 3)

**4.11 Recreation Needs Assessment and Feasibility Study
Findings and Recommendations Respecting
Five Study Areas - Wards 2, 6, 19, 24, 25, 27 and 28.**

The Economic Development and Parks Committee had before it a report (August 23, 1999) from the Commissioner of Economic Development, Culture and Tourism, 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.

The following persons appeared before the Economic Development and Parks Committee in connection with the foregoing matter:

- Councillor Irene Jones, Lakeshore-Queensway;
- Councillor Chris Korwin-Kuczynski, High Park;
- Councillor Pam McConnell, Don River;
- Councillor Joe Mihevc, York Eglinton; and
- Councillor Kyle Rae, Downtown.

- A. Councillor King moved that the Committee recommend to the Policy and Finance Committee, and Council, the adoption of the report (August 23, 1999) from the Commissioner of Economic Development, Culture and Tourism, subject to deleting the word "considered" in Recommendation No. (3) and inserting in lieu thereof the word "approved", so that such Recommendation now reads:

"(3) the guidelines outlined in this report for structuring the inclusion of the proposed facilities in the Parks and Recreation Capital Program be approved by Council."

(Carried)

- B. Councillor Mammoliti moved that the Commissioner of Economic Development, Culture and Tourism be requested to report directly to City Council for its meeting of September 28, 1999, on the cost of securing, for public use, the St. Basil's North Campus site (3100 Weston Road) through a long-term lease and/or other arrangement.

(Carried)

- C. Councillor Giansante moved that the Commissioner of Economic Development, Culture and Tourism be requested to include in the final needs assessment and feasibility study the following as it relates to South Etobicoke:

- (a) funding required for the potential replacement of the pool and health club at the Gus Ryder facility;
- (b) the inclusion of the Toronto School Board and the Lakeshore Lion's club in the process;
- (c) that the gymnasium be a joint venture with the Separate School Board, noting that the said School Board is submitting a site plan in the Year 2000 for a new facility, and that this project be considered for inclusion in the Year 2000 and 2001 Capital Budget process; and
- (d) review a possible merger of the programs and activities of the Horner Avenue Seniors Centre and the Franklin Horner Community Centre and identify the City's ability to secure a long term lease with the Toronto District School Board for the continuation of the programs at the Franklin Horner Community Centre.

(Carried)

(Policy and Finance Committee; c. Commissioner of Economic Development, Culture and Tourism; Councillor Irene Jones, Lakeshore-Queensway; Councillor Chris Korwin-Kuczynski, High Park; Councillor Pam McConnell, Don River; Councillor Joe Mihevc, York Eglinton; Councillor Kyle Rae, Downtown; Manager, Council Secretariat Support - September 14, 1999)

(Clause No. 15(f), Report No. 3)

4.12 Lease of Lands to Toronto Islands

Residential Community Trust - Ward 24.

The Economic Development and Parks Committee had before it a report (August 23, 1999) from the Commissioner of Economic Development, Culture and Tourism, requesting City Council authority to enter into lease agreements with the Toronto Islands Residential Community Trust, and 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.

Councillor Michael Walker, North Toronto, appeared before the Economic Development and Parks Committee in connection with the foregoing matter.

On motion by Councillor Mammoliti, the Economic Development and Parks Committee:

- (a) recommended to Council the adoption of the report (August 23, 1999) from the Commissioner of Economic Development, Culture and Tourism; and
- (b) requested the Commissioner of Economic Development, Culture and Tourism to report directly to City Council for its meeting of September 28, 1999, on the monetary aspects of the lease and the actual acreage involved.

(Commissioner of Economic Development, Culture and Tourism;
c. Councillor Michael Walker, North Toronto; Manager, Council Secretariat Support - September 17, 1999)

(Clause No. 6, Report No. 3)

**4.13 Decision Making Protocol for
Parks and Recreation Matters - All Wards.**

The Economic Development and Parks Committee had before it a report (August 23, 1999) from the Commissioner of Economic Development, Culture and Tourism, on a protocol for processing parks and recreation matters through Committees of Council, and recommending:

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- (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.

Councillor Joanne Flint, North York Centre South, appeared before the Economic Development and Parks Committee in connection with the foregoing matter.

Councillor Ashton appointed Councillor Pitfield Acting Chair and vacated the Chair.

A. Councillor Ashton moved that:

- (a) the report (August 23, 1999) from the Commissioner of Economic Development, Culture and Tourism, be adopted, subject to the following amendments:

- (1) amending Recommendation No. (2) to read:

- “(2) upon consideration of this report and any comments from the Community Councils, the Economic Development and Parks Committee endorse a protocol 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;”;

- (2) amending Recommendation No. (3) to read:

- “(3) authority be granted, at the appropriate time, to introduce any necessary Bills in Council.”; and

- (3) deleting the word “citizen” in the following report and inserting in lieu thereof the following: “nomination

to City-wide special committees and task forces of residents and/or municipal property taxpayers in the City of Toronto who are at least 18 years of age, except on bodies dealing with children and youth issues.”; and

- (b) the report (August 23, 1999) from the Commissioner of Economic Development, Culture and Tourism be referred to all 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.

(Carried)

Councillor Ashton resumed the Chair.

(East York Community Council; Etobicoke Community Council; North York Community Council; Scarborough Community Council; Toronto Community Council; York Community Council; c. Councillor Joanne Flint, North York Centre South; Commissioner of Economic Development, Culture and Tourism - September 16, 1999)

(Clause No. 15(g), Report No. 3)

4.14 Economic Development Banner and Mural Program - All Wards.

The Economic Development and Parks Committee had before it a report (August 18, 1999) from the Commissioner of Economic Development, Culture and Tourism, 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 the 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.

On motion by Councillor Pitfield, the Economic Development and Parks Committee recommended to Council the adoption of the report (August 18, 1999) from the Commissioner of Economic Development, Culture and Tourism.

(Clause No. 7, Report No. 3)

**4.15 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.**

The Economic Development and Parks Committee had before it a report (August 20, 1999) from the Commissioner of Economic Development, Culture and Tourism, 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.

On motion by Councillor Silva, the Economic Development and Parks Committee recommended to Council the adoption of the report (August 20, 1999) from the Commissioner of Economic Development, Culture and Tourism.

(Clause No. 8, Report No. 3)

**4.16 Renaming of Beltline Park (Ward 22)
The Kay Gardner Beltline Park.**

The Economic Development and Parks Committee had before it a communication (August 23, 1999) from the Councillor Michael Walker, North Toronto, 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.

Councillor Michael Walker, North Toronto, appeared before the Economic Development and Parks Committee in connection with the foregoing matter.

On motion by Councillor Pitfield, the Economic Development and Parks Committee referred this matter to the Toronto Community Council for report thereon to City Council, together with the "Revision to Parkland Naming Policy", adopted by Council on November 26, 27 and 28, 1998.

(Toronto Community Council; c. Councillor Michael Walker, North Toronto; Commissioner of Economic Development, Culture and Tourism - September 15, 1999)

(Clause No. 15(h), Report No. 3)

**4.17 Renaming of New Parkette - North East Corner of Yonge Street
and Lawrence Avenue East - The George Milbrandt Parkette.**

The Economic Development and Parks Committee had before it a communication (August 23, 1999) from the Councillor Michael Walker, North Toronto, 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.

Councillor Michael Walker, North Toronto, appeared before the Economic Development and Parks Committee in connection with the foregoing matter.

On motion by Councillor Mammoliti, the Economic Development and Parks Committee referred this matter to the Toronto Community Council for report thereon to City Council, together with the "Revision to Parkland Naming Policy", adopted by Council on November 26, 27 and 28, 1998.

(Toronto Community Council; c. Councillor Michael Walker, North Toronto; Commissioner of Economic Development, Culture and Tourism; Mr. George Milbrandt; Mr. Michael Opara, Chair, Bedford Park Residents' Association - September 15, 1999)

(Clause No. 15(i), Report No. 3)

**4.18 Third Party Outdoor Advertising
On City Property and Assets - All Wards.**

The Economic Development and Parks Committee had before it a joint report (August 23, 1999) from the Commissioner of Economic Development, Culture and Tourism and the Acting Commissioner of Corporate Services, 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), included 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.

The Economic Development and Parks Committee also had before it a report (September 7, 1999) from the City Clerk, advising that the Administration Committee on September 7, 1999, recommended to the Economic Development and Parks Committee the adoption of

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the joint report (August 23, 1999) from the Commissioner of Economic Development, Culture and Tourism and the Acting Commissioner of Corporate Services.

The following persons appeared before the Economic Development and Parks Committee in connection with the foregoing matter:

- Mr. Ron Barr, Executive Director, Government and Community Relations, Pattison Outdoor Advertising, and filed a copy of his submission; and
- Mr. Blair Murdoch, Vice President of Real Estate, Mediacom.

A. Councillor King moved that:

(1) the Committee recommend to Council the adoption of the report (August 23, 1999) from the Commissioner of Economic Development, Culture and Tourism, subject to:

(a) adding to the beginning of Recommendation No. (3) the following:

“(3) effective the date of Council’s adoption of this recommendation,”;

(b) adding a new Recommendation No. (4) as follows:

“(4) the deferral in Recommendation No. (3) shall not include third party outdoor advertising initiatives currently under consideration (such as the proposed litter bin program).”; and

(c) renumbering the previous Recommendation No. (4) to Recommendation No. (5) as follows:

“(5) this report be forwarded to each Community Council for information purposes.”; and

(Carried)

(2) the following words be added to the end of the new Recommendation No. (4): “or third party outdoor advertising on properties or assets under the authority of City Agencies, Boards or Commissions.”

(Lost)

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B. Councillor Giansante moved that:

- (1) the Commissioner of Economic Development, Culture and Tourism be requested to report back, upon completion of the public consultation process, by February 1, 2000, or sooner, so that the tendering process may begin at the very latest by the end of March 2000; and
- (2) the report (September 7, 1999) from the City Clerk advising that the Administration Committee on September 7, 1999 recommended the adoption of the aforementioned report, be received.

(Carried)

Councillor Ashton appointed Councillor Pitfield Acting Chair and vacated the Chair.

C. Councillor Ashton moved that the City Solicitor be requested to report directly to City Council for its meeting of September 28, 1999, on the ability of City Council to impose deferrals on Third Party Advertising for Agencies, Boards and Commissions.

(Carried)

Councillor Ashton resumed the Chair.

(Commissioner of Economic Development, Culture and Tourism; Acting Commissioner of Corporate Services; City Solicitor; c. Manager, Council Secretariat Services; Mr. Ron Barr, Executive Director, Government and Community Relations, Pattison Outdoor Advertising; Mr. Blair Murdoch, Vice President of Real Estate, Mediacom - September 17, 1999)

(Clause No. 9, Report No. 3)

4.19 1999 Business Improvement Area Budgets
Supplementary Report No. 4
Forest Hill Village Business Improvement Area.

The Economic Development and Parks Committee had before it a report (August 26, 1999) from the Chief Financial Officer and Treasurer, 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:

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- (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.

On motion by Councillor Silva, the Economic Development and Parks Committee recommended to Council the adoption of the report (August 26, 1999) from the Chief Financial Officer and Treasurer.

(Clause No. 10, Report No. 3)

4.20 Support for Community and Major Festivals - All Wards.

The Economic Development and Parks Committee had before it a report (August 23, 1999) from the Commissioner of Economic Development, Culture and Tourism, 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.

The following persons appeared before the Economic Development and Parks Committee in connection with the foregoing matter:

- Mr. Adonis Artemakis, Chair, Greektown on the Danforth Business Improvement Association, and filed a copy of his presentation; and
- Ms. Susan Graham-Nutter, Affinity Marketing Concepts, and filed a copy of her presentation.

Councillor Ashton appointed Councillor Pitfield Acting Chair and vacated the Chair.

On motion by Councillor Ashton, the Economic Development and Parks Committee:

- (1) received the report (August 23, 1999) from the Commissioner of Economic Development, Culture and Tourism for information; and

- (2) requested the Commissioner of Economic Development, Culture and Tourism to report back on a strategic approach to the co-ordination of City support of major festivals, small community festivals, tourist attractions, etc.

Councillor Ashton resumed the Chair.

(Commissioner of Economic Development, Culture and Tourism; c. Mr. Adonis Artemakis, Chair, Greektown on the Danforth Business Improvement Association; Ms. Susan Graham-Nutter, Affinity Marketing Concepts; Committee Administrator, Economic Development and Parks Committee.)

(Clause No. 15(j), Report No. 3)

4.21 Nations in Bloom Competition - All Wards.

The Economic Development and Parks Committee had before it a report (August 23, 1999) from the Commissioner of Economic Development, Culture and Tourism, reporting on the status of the Nations in Bloom 99 project and competition process; and recommending that this report be received for information.

On motion by Councillor Pitfield, the Economic Development and Parks Committee received the report (August 23, 1999) from the Commissioner of Economic Development, Culture and Tourism.

(Clause No. 15(k), Report No. 3)

4.22 American Economic Development Council Promotional Materials Awards Competition - All Wards.

The Economic Development and Parks Committee had before it a report (August 23, 1999) from the Commissioner of Economic Development, Culture and Tourism, 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.

The Chair, on behalf of Committee, congratulated the Economic Development Office and the Corporate Communications Division, being most appreciative of the level of work and getting the City of Toronto known throughout the world.

On motion by Councillor Pitfield, the Economic Development and Parks Committee received the report (August 23, 1999) from the Commissioner of Economic Development, Culture and Tourism and submitted same to Council for information.

(Clause No. 11, Report No. 3)

4.23 Toronto Millennium Commemorative Coin Project

The Economic Development and Parks Committee had before it a report (September 9, 1999) from the City Clerk, advising that the Millennium Task Force on September 8, 1999, recommended to the Economic Development and Parks Committee, and Council, that the "Toronto Millennium Commemorative Coin Project" described in the report (August 30, 1999) from Mayor Mel Lastman, be endorsed; and that the Commissioner of Economic Development, Culture and Tourism be requested to do whatever is necessary to promote this project.

On motion by Councillor Mammoliti, the Economic Development and Parks Committee recommended to Council, the adoption of the Millennium Task Force recommendation embodied in the report (September 9, 1999) from the City Clerk, being the endorsement of the Millennium Commemorative Coin Project and requesting the Commissioner of Economic Development, Culture and Tourism to do whatever is necessary to promote this project.

(Clause No. 12, Report No. 3)

4.24 Main Street Ontario Grant Application.

The Economic Development and Parks Committee had before it a report (September 9, 1999) from the City Clerk, advising that the Millennium Task Force on September 8, 1999, recommended to the Economic Development and Parks Committee, and Council, the adoption of the report (August 18, 1999) from the Commissioner of Economic Development, Culture and Tourism, wherein it is recommended that:

- (1) the following projects be submitted in the City's application (see Appendix) for consideration to the Province of Ontario's Main Street Ontario Grant Program for total funding of \$350,000.00:
 - (a) Sharing the Future project from the Access and Equity Centre in the Chief Administrator's Office for \$14,000.00;

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- (b) Main Street banners and murals from the Economic Development Division of the Economic Development, Culture and Tourism Department for \$18,750.00;
 - (c) Millennium Fashion Gala from the Economic Development Division with Economic Development, Culture and Tourism for \$25,000.00;
 - (d) Circle of Trees - A Timepiece from the Parks and Recreation Division of the Economic Development, Culture and Tourism Department for \$42,000.00;
 - (e) Lost Rivers, Found Opportunities from the Parks and Recreation Division of the Economic Development, Culture and Tourism Department for \$50,000.00;
 - (f) Children's Programs and Community Gardens from the Parks and Recreation of the Economic Development, Culture and Tourism Department for \$14,000.00;
 - (g) Toronto's Guide to the Millennium from the Special Events Division of the Economic Development, Culture and Tourism Department for \$50,000.00;
 - (h) Destination Carlaw - Design Competitions and Streetscaping from the City Planning Division of the Urban Planning and Development Services Department for \$7,000.00;
 - (i) Holiday House Renovation, Parkdale from the City Planning Division of the Urban Planning and Development Services Department for \$19,000.00;
 - (j) Jane/Finch Streetscaping from the City Planning Division of the Urban Planning and Development Services Department for \$23,000.00;
 - (k) Firefighters' Memorial from the Fire Services Division of the Works and Emergency Services Department for \$42,000.00;
 - (l) Doors Open from Heritage Toronto for \$35,000.00; and
 - (m) Wetlands' Wildlife Preservation from the Toronto Zoo for \$10,250.00; and
- (2) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

On motion by Councillor King, the Economic Development and Parks Committee recommended to Council the adoption of the recommendations of the Millennium Task Force, embodied in the report (September 9, 1999) from the City Clerk.

(Clause No. 13, Report No. 3)

4.25 Millennium Logo Time Stamp.

The Economic Development and Parks Committee had before it a report (September 9, 1999) from the City Clerk, advising that the Millennium Task Force on September 8, 1999, recommended to the Economic Development and Parks Committee, and Council, the adoption of the report (August 18, 1999) from the Commissioner of Economic Development, Culture and Tourism, wherein it is recommended that:

- (1) all City Departments use the Millennium logo (which incorporates the City's logo and wordmark) to time stamp legacy projects being launched or completed in the Year 2000, at their discretion, with respect to appropriateness and budget considerations; and
- (2) all City Departments incorporate the Millennium logo, at their discretion, in promotional materials, publications and communications produced in the Year 2000, to develop community awareness and involvement in the City's year long celebrations.

On motion by Councillor Pitfield, the Economic Development and Parks Committee recommended to Council the adoption of the recommendations of the Millennium Task Force, embodied in the report (September 9, 1999) from the City Clerk.

(Clause No. 14, Report No. 3)

The Committee adjourned its meeting at 5:25 p.m.

Chair