

THE CITY OF TORONTO

City Clerk's Division

Minutes of the Economic Development and Parks Committee

Meeting No. 4

Monday, March 20, and Monday, March 27, 2000

The Economic Development and Parks Committee met on:

- (1) Monday, March 20, 2000, commencing at 9:40 a.m.; and
- (2) Monday, March 27, 2000, commencing at 9:45 a.m.

in Committee Room 1, City Hall, Toronto.

Attendance

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

| | Monday, March 20, 2000 9:40 a.m. to 6:25 p.m. | Monday, March 27, 2000 9:45 a.m. to 12:55 p.m. |
|---------------------------------------|--|---|
| Councillor Brian Ashton, Chair | X | X |
| Councillor Mike Feldman, Acting Chair | Regrets | X |
| Councillor Elizabeth Brown | X | X |
| Councillor Raymond Cho | X | X |
| Councillor Mario Giansante | X | X |
| Councillor George Mammoliti | Regrets | Regrets |
| Councillor Jane Pitfield | X | X |
| Councillor Sherene Shaw | Regrets | X |
| Councillor Mario Silva | X | X |
| Councillor David Soknacki | X | X |
| Councillor Mike Tzekas | X | X |

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Also Present:

| | |
|-----------------------------------|-----------------------------|
| Councillor Ila Bossons | Councillor Pam McConnell |
| Councillor Sandra Bussin | Councillor David Miller |
| Councillor Doug Holyday | Councillor Frances Nunziata |
| Councillor Blake F. Kinahan | Councillor Joe Pantalone |
| Councillor Tom Jakobek | Councillor Kyle Rae |
| Councillor Anne Johnston | Councillor Bill Saundercook |
| Councillor Chris Korwin-Kuczynski | |

Confirmation of Minutes

On motion by Councillor Pitfield, the Minutes of the Economic Development and Parks Committee meetings held on and February 14 and 17, 2000, were confirmed.

4.1 Results of the “Nations In Bloom 1999” Competition (All Wards)

The Economic Development and Parks Committee had before it a report (February 28, 2000) from the Commissioner of Economic Development, Culture and Tourism providing an update on the City of Toronto’s award-winning performance at the “Nations in Bloom 1999” competition, and recommending that:

- (1) the Economic Development and Parks Committee be presented with the “Nations in Bloom 1999” award, in recognition of the numerous Departments, community groups, and partners who have helped Toronto achieve environmental excellence; and
- (2) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

Mr. Frank Kershaw, Director, Policy and Development Division, presented the “Nations in Bloom 1999” award to Councillor Pitfield, Acting Chair.

Councillor Pitfield, on behalf of the Economic Development and Parks Committee, thanked staff, community groups and partners who helped Toronto achieve this prestigious award for environmental excellence.

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

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- (1) the adoption of the report (February 28, 2000) from the Commissioner of Economic Development, Culture and Tourism:
and
- (2) that the 'Nations in Bloom 1999' award be presented to the Mayor and Council at the April 11, 2000, Council meeting.

(Clause No. 1, Report No. 4)

4.2 Toronto Wins Economic Development Marketing Awards (All Awards)

The Economic Development and Parks Committee had before it a report (February 28, 2000) from the Commissioner of Economic Development, Culture and Tourism advising of Toronto's success at the recent Marketing Awards hosted by The Economic Developers' Council of Ontario (EDCO); presenting these Awards to the Committee; and recommending that this report be received for information.

Ms. Brenda Librecz, Managing Director, Economic Development Division, and Ms. Eva Pyatt, Manager, Sector and Strategic Partnerships, Economic Development Division, presented the Marketing Awards to Councillor Giansante, Acting Chair.

Councillor Giansante, on behalf of the Economic Development and Parks Committee, congratulated the Economic Development Division, Design Services Section of Corporate Communications and business partners on receiving three 1999 Marketing Awards of Excellence.

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

- (1) the 1999 Marketing Awards of Excellence be presented to the Mayor and Council at the April 11, 2000, Council meeting; and
- (2) the report (February 28, 2000) from the Commissioner of Economic Development, Culture and Tourism be received and forwarded to City Council for information.

(Clause No. 2, Report No. 4)

**4.3 Administration of Grants of the City's
Six Major Cultural Organizations (All Wards)**

The Economic Development and Parks Committee had before it a report (March 8, 2000) from the Commissioner of Economic Development, Culture and Tourism responding to the Budget Advisory Committee's request that the Chair, Economic Development and Parks Committee be requested to invite the following organizations to address the

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Economic Development and Parks Committee with regard to including the said organizations in the Toronto Arts Council Budget and report thereon to the Budget Advisory Committee:

- (i) The National Ballet of Canada;
- (ii) The National Ballet School;
- (iii) The Toronto Symphony Orchestra;
- (iv) The Art Gallery of Ontario;
- (v) The Canadian Opera Company; and
- (vi) Caribana;

and recommending that:

- (1) the status quo be maintained for 2000 on the grant administration by the Culture Division of the City's six major regional cultural organizations; and
- (2) the Culture Division review the administration of these grants in consultation with the Toronto Arts Council, the National Ballet of Canada, the National Ballet School, the Toronto Symphony Orchestra, the Art Gallery of Ontario, the Canadian Opera Company and Caribana as it develops the City's Culture Plan in 2000/2001.

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

- (a) (February 29, 2000) from the City Clerk advising that the Budget Advisory Committee, during its preliminary review of the 2000 Operating Budget, requested the Chair of the Economic Development and Parks Committee to invite the following organizations to address the Economic Development and Parks Committee with regard to including the said organizations in the Toronto Arts Council Budget and report thereon to the Budget Advisory Committee:
 - (i) The National Ballet of Canada;
 - (ii) The National Ballet School;
 - (iii) The Toronto Symphony Orchestra;
 - (iv) The Art Gallery of Ontario;
 - (v) The Canadian Opera Company; and
 - (vi) Caribana; and
- (b) (March 15, 2000) from Mr. Kim Tomczak, President, Toronto Arts Council, commenting on the March 8, 2000, report from the Commissioner of Economic Development, Culture and Tourism.

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

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- Mr. Robert Sirman, Administrative Director, The National Ballet School, on behalf of the six major cultural organizations, and filed a copy of his submission;
- Ms. Anne Bermonte, Acting Executive Director, Toronto Arts Council; and
- Mr. Kim Tomczak, President, Toronto Arts Council.

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

- (1) recommended to the Budget Advisory Committee the adoption of the report (March 8, 2000) from the Commissioner of Economic Development, Culture and Tourism;
- (2) received the communication (February 29, 2000) from the City Clerk; and
- (3) received the communication (March 5, 2000) from Mr. Kim Tomczak, President, Toronto Arts Council.

(Budget Advisory Committee – March 20, 2000)

(Clause No. 5(a), Report No. 4)

4.4 Tourism Partnership Agreement with Tourism Toronto (All Wards)

The Economic Development and Parks Committee had before it a report (March 2, 2000) from the Commissioner of Economic Development, Culture and Tourism presenting the draft terms and conditions of a Tourism Partnership Agreement under which the City will provide funding to Tourism Toronto and recommending that:

- (1) authority be granted to enter into a Tourism Partnership Agreement with Tourism Toronto in accordance with the draft terms and conditions attached as “Appendix A” to this report and in a manner satisfactory to the City Solicitor; and
- (2) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

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

- Mr. Doug Fyfe, President, Tourism Toronto, and filed a copy of his submission;
- Councillor Ila Bossons, Midtown;
- Councillor Anne Johnston, North Toronto; and
- Councillor Joe Pantalone, Trinity Niagara.

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- A. Councillor Soknacki moved that the report (March 2, 2000) from the Commissioner of Economic Development, Culture and Tourism be adopted, subject to amending the first bullet in Item No. 3.1 of the Tourism Partnership Agreement, entitled "City of Toronto Representation on the Board of Directors" to read as follows:

"The City of Toronto is entitled to membership in the Association and is to be represented on the Association's Board of Directors by up to seven (7) City of Toronto Councillors or nominees of Council and the Commissioner of Economic Development, Culture and Tourism. In the absence of the Commissioner he/she could appoint a non-voting designate."

(Carried)

- B. Councillor Cho moved:

- (1) that Councillor Soknacki's motion A. be amended by adding Niagara Falls to the list of high profile locations under the fourth bullet in Item No. 1.2 of the Tourism Partnership Agreement, entitled "Services in support of City-wide Corporate Objectives"; and
- (2) that the Commissioner of Economic Development, Culture and Tourism and the President and CAO of Tourism Toronto be requested to report back to the Economic Development and Parks Committee:
 - (a) providing a multi-lingual information service for visitors; and
 - (b) on a new business plan for Tourism Toronto and the City, to include the 2008 Olympics and attracting more tourists

(Carried)

- C. Councillor Pitfield moved:

- (1) that City Council request the Provincial Government to harmonize the sales tax in hotels from 5 percent to 8 percent and to ensure that the 3 percent difference is dedicated to Tourism Toronto; and
- (2) that the Commissioner of Economic Development, Culture and Tourism and the President and CAO of Tourism Toronto be requested to report back to the Economic

Development and Parks Committee on the Provincial Government being requested to grant the City of Toronto the power or ability to impose a visitor's tax, including a cost benefit analysis.

(Carried)

- D. Councillor Giansante moved that the Commissioner of Economic Development, Culture and Tourism and the President and CAO of Tourism Toronto be requested to report back to the Economic Development and Parks Committee on the merit and feasibility of a financial contribution plan that supports a multi-year business plan.

(Carried)

(Commissioner of Economic Development, Culture and Tourism – March 29, 2000)

(Clause No. 3, Report No. 4)

4.5 Provincial Funding for Tourism Toronto (All Wards)

The Economic Development and Parks Committee had before it a report (March 2, 2000) from the Commissioner of Economic Development, Culture and Tourism reporting on the Economic Development and Parks Committee's direction to request the Province of Ontario, Ministry of Tourism, to support Tourism Toronto with a grant equal to the amount made by the City of Toronto, and recommending that this report be received for information.

On motion by Councillor Cho, the Economic Development and Parks Committee received the aforementioned report for information.

(Clause No. 5(b), Report No. 4)

4.6 2000 Operating Budget Review

The Economic Development and Parks Committee had before it a report (March 6, 2000) from the City Clerk advising that the Budget Advisory Committee has completed its preliminary review of the 2000 Operating Budget and directed that:

- (1) the 2000 Operating Budget be forwarded to the relevant Standing Committees for consideration; and
- (2) the Standing Committees be requested to forward their recommendations pertaining to the 2000 Operating Budget to the Budget Advisory Committee prior to the commencement of the "wrap-up" meeting on April 3, 2000;

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and forwarding the 2000 Operating Budgets for the following programs:

- Arena Boards of Management;
- Culture;
- Customer and Business Support Services;
- Economic Development;
- Parks and Recreation; and
- Special Events.

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

- (a) (November 18, 1999) from Ms. Diane Miles, Resident, (addressed to Mayor Mel Lastman) urging the City to review its policy of charging user fees for programs at public recreation facilities which were previously free, or available at a nominal cost;
- (b) (March 5, 2000) from Mr. David E. Garrick, Resident, expressing his opposition to user fees as being extremely unfair to the average resident of the City, and suggesting ways the City could find savings in the existing budget;
- (c) (March 6, 2000) from Ms. Cheryl Ilic, Resident, (addressed to Councillor Chris Korwin-Kuczynski) advising that she cannot afford to pay user fees and as a result she has not been able to attend the Aquafit classes offered at the McCormick Recreation Centre, which she had used for the past six years;
- (d) (March 9, 2000) from Mr. Sydney Mitchell, Resident, expressing his concern with the limitation on enrollment in the free programs at the Annette Recreation Centre;
- (e) (March 12, 2000) from Mr. Lois Scott Christensen, Resident, expressing his concern for the cutbacks in maintenance and upkeep of Monarch Park;
- (f) (March 13, 2000) from Ms. Sandra Wilson forwarding 11 letters addressed to Councillor Chris Korwin-Kuczynski, High Park, from participants of the morning fitness programs at Masaryk-Cowan Community Centre, expressing concern regarding user fees;
- (g) (March 14, 2000) from Ms. Ann Dubas, President, Local 79, expressing concern regarding cuts and a decrease in the Parks and Recreation Division's budget;
- (h) (March 15, 2000) from Ms. Leanne Bell, expressing concern regarding the new user fees implemented at the Parkdale pool;

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- (i) (March 17, 2000) from Ms. Yasmine Shamsie and Mr. Michael Colton, expressing strong opposition to the user fee policy;
- (j) (March 20, 2000) from Ms. Andrea L. Ruddy, Resident, expressing opposition to the introduction of recreation user fees in the old City of Toronto and the continuation of this practice across the new City of Toronto;
- (k) (March 20, 2000) from Ms. Mimi Paige, Resident, commenting on the higher fees charged at Keele Community Centre for fitness classes as compared to her workplace fitness classes;
- (l) (March 20, 2000) from the Toronto Civic Employees' Union, Local 416, commenting on the cuts in the Parks and Recreation budget and to make some general comments on the 2000 budget process;
- (m) (March 20, 2000) from Mr. Doug Hum, MSW, Children's Aid Society of Toronto, in support of eliminating user fees for the City's recreation programs.
- (n) (March 20, 2000) from Ms. Liane Regendanz, Executive Director, St. Stephen's Community House, submitting their deputation on the future of WIACT;
- (o) (March 20, 2000) from Mr. Mark Deacon, President, SMART Toronto, in support of the work of the Economic Development Division;
- (p) (March 20, 2000) from Mr. Alastair H. Strachan, Vice President and Senior Manager, Mr. Jim MacKay, Senior Sales Representative and Mr. Stephen G. Connell, Senior Sales Representative, Royal LePage Commercial Inc., commenting on the departmental operating budgets, and expressing how the real estate brokerage community receives significant value from the Economic Development Division in helping the City grow its assessment base and generate new jobs for its citizens;
- (q) (March 23, 2000) from the a group of citizens interested in working with the community, the City, other citizen's groups and City staff to improve and expedite the recreation facilities at Sorrauren Park and on the 40 Wabash Avenue site; and
- (r) (March 27, 2000) from Mr. Walter Hucker, expressing his opposition to recreational user fees;

Mr. Michael Garrett, Chief Administrative Officer, made a presentation to the Economic Development and Parks Committee in connection with the 2000 Operating Budget.

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

WIACT Program:

- Ms. Linda Torney, President, Toronto and York Region Labour Council, and filed a copy of her submission;
- Mr. Peter Clutterbuck, Community Advisory Committee of the WIACT;
- Ms. Linda Vanucci, Toronto Workers Health and Safety Legal Clinic;
- Ms. Diane Strong, Office Workers Career Centre;
- Mr. Ian Shaw, Public Service Alliance (Canada) Local 574;
- Mr. David Rapaport, Public Service Alliance (Canada), Local 503;
- Mr. John Bradford, Resident;
- Ms. Tanya Gerber, Resident;
- Mr. Paul Clifford, on behalf of Local 75, Hotel and Restaurant Employees;
- Ms. Mary Gellatly, Parkdale Legal Services; and
- Ms. Judy Kondrat, Industrial Accident Victims Group of Ontario.

User Fees:

- Mr. Krishna Sachi Anandam, Rexdale Ethno-Cultural Seniors Group, and filed a copy of the submission of the Rexdale Ethno-Cultural Seniors Group;
- Mr. Dominic Grimaldi, Rexdale Ethno-Cultural Seniors Group, (with Italian interpreter);
- Ms. Manjit Kaur, Rexdale Ethno-Cultural Seniors Group (with Punjabi interpreter);
- Ms. Mane Abena Simpo, Rexdale Ethno-Cultural Seniors Group (with Twi interpreter);
- Ms. Angie Wilkinson, on behalf of the Port Union Seniors Services;
- Mr. Neville Gordon, Port Union Seniors Services;
- Mr. Richard Marshall, on behalf of the Catholic Worker Community;
- Mr. Ken Amoroso, Membership Secretary, Canadian Union of Public Employees Local 79;
- Ms. Karen Wirsig, Community Social Planning Council;
- Ms. Debbie Green, Representative, Islamic Social Services Resources Association;
- Ms. Joy Angevine, Resident, and filed a copy of her submission;
- Ms. Theresa Martin, Resident, and filed a copy of her submission;
- Mr. Russell Walker, Coordinator of For Youth Initiatives, and filed a copy of his submission;
- Ms. Punam Khosla, City Wide Recreation Network, and filed a copy of her submission;
- Mr. Mike Muller, Resident;
- Ms. Ann Fitzpatrick, Better Beginnings Now;
- Ms. Sandra Wilson, Resident;

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- Mr. Kevin King, Resident;
- Mr. Stephen Gurevitch, Resident;
- Mr. Roy Heron, Resident;
- Ms. Paulette Semior, Resident;
- Ms. Doreen Lalor, Resident;
- Mr. Peter Elson, Resident;
- Mr. David Rew, East Scarborough Boys and Girls Club;
- Ms. Carmen Pereira, Resident;
- Ms. Datejie Green, Regent Park Recreation Centre;
- Mr. Doug Hum, Children's Aid Society of Toronto;
- Dr. Harpreet Singh Chaggar, Resident, and filed a copy of his submission;
- Ms. Bonnie Case, Resident;
- Mr. Gunther Hornett, Resident;
- Mr. Jim Tsaparis, Municipal Citizens Alliance;
- Mr. David Cassels, Resident;
- Ms. Gloria Holmes Parkin, Resident;
- Ms. Joan Miles, Resident; and
- Mr. Kehinde Bah, Youth Action.

Parks and Recreation:

- Mr. Bill Guthrie, Canadian Union of Public Employees, Local 416, and filed a copy of his presentation.

Heritage:

- Dr. Marion Joppe, Chair, Heritage Toronto; and
- Dr. Terry Russell, President, Toronto Historical Association.

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

A. Councillor Ashton moved:

- (1) that the Economic Development and Parks Committee recommend to the Budget Advisory Committee that the 2000 Operating Budget for the Economic Development, Culture and Tourism Department be adopted, as amended;
- (2) that the additional \$60,000.00 required to fund one FTE for WIACT Program be partially offset by the \$25,000.00 savings realized in the 2000 Social Services Operating Budget as a result of the transfer of WIACT to Economic Development, and the Budget Advisory Committee find the balance of \$35,000.00 to maintain WIACT's current service delivery;

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- (3) that the Commissioner of Economic Development, Culture and Tourism be requested to report to the Budget Advisory Committee for its meeting of April 3, 2000, as part of the Operating Budget process, on:
 - (i) the impact of freezing hockey rates in the East District at the 1999 rate; and further on the impact on ice hockey rates in the City of Toronto; and
 - (ii) appropriate reductions that maintain program intent with regard to the following programs:
 - Economic Development and International City to City relations; and
 - Publication Purchases; and
- (4) that the Commissioner of Economic Development, Culture and Tourism be requested to report back to the Economic Development and Parks Committee on the current status of discussions regarding the harmonization of governance models for senior centres.

(Carried)

Councillor Ashton resumed the Chair.

B. Councillor Shaw moved:

- (1) that \$500,000.00 (\$1.05 million per year) be added to the 2000 Operating Budget to provide for the latch key kids program, included in the Children's Action Plan, as approved, in principle, by the Economic Development and Parks Committee and unanimously by City Council;
- (2) that the Commissioner of Economic Development, Culture and Tourism be requested to report to the Budget Advisory Committee for its meeting of April 3, 2000, on:
 - (a) the implications of flatlining the Parks and Recreation 2000 Operating Budget at \$120 million net;
 - (b) the implications of \$900,000.00 being set aside within the Parks and Recreation 2000 Operating Budget to accommodate the growing waiting lists

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and meet the need for program spaces in the system;
and

- (3) that the Commissioner of Economic Development, Culture and Tourism be requested to report back to the Economic Development and Parks Committee on:
 - (a) designating all 47 centres in low-income communities, as per the list of "High Needs" communities produced by the Parks and Recreation Division in the summer of 1999, as "Priority Centres" which are exempt from charging user fees, as of September 2000; and
 - (b) how to address the extensive waiting list for recreation programs and rising fees, and residents signing up for one or two programs.

(Carried)

C. Councillor Pitfield moved:

- (1) that a reasonable amount of funding be added to the Parks and Recreation Division 2000 Operating Budget in order to reduce the tree maintenance backlog;
- (2) that the fund raising and development funding for Heritage Toronto be restored to \$126,200.00 to allow for fundraising initiatives; and
- (3) that the Commissioner of Economic Development, Culture and Tourism be requested to report back to the Economic Development and Parks Committee on:
 - (a) the YWCA/YMCA method of waving fees for recreation activities;
 - (b) "fee" programs having a minimum registration or cut-off to allow cost-effectiveness and if minimum registration cannot be met, consideration be given to doubling up at other centres;
 - (c) surveying registrants during summer registration asking how Parks and Recreation services should be funded, i.e., mainly through taxes and user fees or equal combination of taxes and user fees;

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- (d) communicating an expectation to registrants that regular attendance is expected due to the extensive waiting list; and
- (e) the shortening of the Seniors Fitness, Health and Wellness Program from 12 weeks to 9 weeks at the Toronto East District.

(Carried)

D. Councillor Soknacki moved:

- (1) that the Commissioner of Economic Development, Culture and Tourism be requested to report to the Budget Advisory Committee as part of the 2000 Operating Budget process on the impact of Parks and Recreation Division's net expenditures budget, excluding capital financing, being set at the same net level as the 1999 actual expenditure; and
- (2) that any reports pertaining to user fees also include estimates of revenues and expenditures based on the level of revenues and based on user fees being:
 - (i) removed, either immediately or over a number of years;
 - (ii) at the levels proposed by the Commissioner of Economic Development, Culture and Tourism to the Economic Development and Parks Committee;
 - (iii) adjusted at various levels; and
 - (iv) included with the Welcome Policy at all City facilities.

(Carried)

E. Councillor Cho moved:

- (1) that the Commissioner of Economic Development, Culture and Tourism be requested to report to the Budget Advisory Committee for its meeting of April 3, 2000, on the financial impact of reducing or increasing the Parks and Recreation budget; and
- (2) that the Commissioner of Economic Development, Culture and Tourism be requested to report back to the Economic Development and Parks Committee on conducting a needs/priority list survey of the 44 new Wards in the City of Toronto to be used for the year 2001.

(Carried)

- F. Councillor Tzekas moved that the Commissioner of Economic Development, Culture and Tourism be requested to report back to the Economic Development and Parks Committee on a three year plan to eliminate user fees in the City of Toronto.

(Carried)

(Budget Advisory Committee; c: Commissioner of Economic Development, Culture and Tourism – March 29, 2000)

(Clause No. 5(c), Report No. 4)

4.7 Recreation User Fees and Welcome Policy - Preliminary Evaluation (All Wards)

The Economic Development and Parks Committee had before it a report:

- (1) (March 8, 2000) from the Commissioner of Economic Development, Culture and Tourism providing an initial assessment of the impact of the implementation of the new Harmonization of Recreation User Fees and Welcome Policy; outlining some preliminary strategies adopted by the Department to address a number of challenges; and
- (2) (March 13, 2000) from the Commissioner of Economic Development, Culture and Tourism providing supporting statistical information to the report (March 8, 2000) from the Commissioner of Economic Development, Culture and Tourism, entitled “Recreation User Fees and Welcome Policy – Preliminary Evaluation”.

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

- A. Councillor Ashton moved:

- (1) that the Economic Development and Parks Committee recommend to the Budget Advisory Committee the adoption of the report (March 8, 2000) from the Commissioner of Economic Development, Culture and Tourism;
- (2) that the supplementary report (March 13, 2000) from the Commissioner of Economic Development, Culture and Tourism be received and forwarded to the Budget Advisory Committee with a request that the Budget Advisory Committee forward same to the Policy and Finance Committee and Council for information; and

- (3) that the Commissioner of Economic Development, Culture and Tourism be requested to submit the previously requested report on the Glamorgan (East District) preliminary needs assessment review, to the Economic Development and Parks Committee as soon as possible.

(Carried)

Councillor Ashton resumed the Chair.

- B. Councillor Tzekas moved that the Commissioner of Economic Development, Culture and Tourism be requested to report to the the Economic Development and Parks Committee on how tax exemptions may be given to Corporations for the purpose of funding certain programs in recreation centres.

(Carried)

(Budget Advisory Committee, c: Commissioner of Economic Development, Culture and Tourism – March 29, 2000)

(Clause No. 5(d), Report No. 4)

4.8 “Complete Count Committee” – Statistics Canada and the City of Toronto

The Economic Development and Parks Committee had before it a communication (February 28, 2000) from Mr. Douglas Newson, Director, Ontario Region, Statistics Canada, respecting the “Combined Count Committee” - a combined effort between Statistics Canada and the City of Toronto to promote the 2001 Census, and requesting permission for Mr. Gregg Connolly and Mr. Richard Chartash, Statistics Canada, to make a presentation to the Committee.

The Chairman advised that Councillor George Mammoliti has indicated his interest in being a member of the aforementioned Committee.

On motion by Councillor Pitfield, the Economic Development and Parks Committee referred the following communication to the Commissioner of Economic Development, Culture and Tourism for report thereon to the Economic Development and Parks Committee.

(Commissioner of Economic Development, Culture and Tourism, c. Councillor George Mammoliti – March 29, 2000)

(Clause No. 5(e), Report No. 4)

**4.9 International Associations and Toronto's
Economic Development Strategy**

The Economic Development and Parks Committee had before it a communication (February 18, 2000) from Councillor Joan King, Seneca Heights, advising that Council, when developing its Economic Development Strategy, should consider the role that International Associations, such as the International Council for Local Environmental Initiatives (ICLEI), could take in helping the City attract businesses and in supporting new business clusters in Toronto, and requesting that the Commissioner of Economic Development and Parks Committee be directed to report on the role and potential contribution of International Associations in our Economic Development Strategy and International Framework.

On motion by Councillor Soknacki, the Economic Development and Parks Committee referred the aforementioned communication to the Commissioner of Economic Development, Culture and Tourism for report thereon to the Economic Development and Parks Committee.

(Commissioner of Economic Development, Culture and Tourism; c. Councillor Joan King, Seneca Heights – March 29, 2000)

(Clause No. 5(f) , Report No. 4)

**4.10 2008 Olympic Games – Installation of
Elevators at Every Subway Station**

The Economic Development and Parks Committee had before it a communication (February 25, 2000) from Mr. Rick Ducharme, Chief General Manager, Toronto Transit Commission, providing information concerning the cost of installing at least one elevator at every subway station in the City of Toronto by the year 2008 for physically challenged residents in Toronto and around the world who will be visiting Toronto during the 2008 Olympic games, including the feasibility of cost sharing the construction of these elevators by the Federal and Provincial Governments.

On motion by Councillor Cho, the Economic Development and Parks Committee received the aforementioned report.

(Clause No. 5(g), Report No. 4)

4.11 Tourist Attraction Directional Signage (All Wards)

The Economic Development and Parks Committee had before it a report (February 28, 2000) from the Commissioner of Economic Development, Culture and Tourism responding to a request from the Economic Development and Parks Committee to report, in consultation with Transportation staff and TEDCO, on roadway directional signage to

tourism attractions, including the Docks Entertainment Complex and other attractions in the Portlands Area and recommending that:

- (1) the request for directional signage to the Docks Entertainment Complex be forwarded to the Transportation Services Division for consideration in the preparation of the policy to harmonize road signage by-laws throughout the City of Toronto;
- (2) the Commissioner of Works and Emergency Services be requested to consult with the Economic Development Division in developing the signage by-law harmonization policy to ensure that the interests of tourism attractions are considered in the development of the new policy; and
- (3) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

On motion by Councillor Giansante, the Economic Development and Parks Committee recommended to Council the adoption of the aforementioned report.

(Clause No. 4, Report No. 4)

4.12 Plan for Culture, Arts and Heritage Division (All Wards)

The Economic Development and Parks Committee had before it a report (March 2, 2000) from the Commissioner of Economic Development, Culture and Tourism responding to the Economic Development and Parks Committee's request to report on a plan for Culture, Arts and Heritage and recommending that:

- (1) the Culture Division, in consultation with the Toronto Arts Council, report to the May 15, 2000 meeting of the Economic Development and Parks Committee on the plan for Culture, Arts and Heritage Division; and
- (2) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

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

- (1) requested the Commissioner of Economic Development, Culture and Tourism, in consultation with the Toronto Arts Council, to report back to the Economic Development and Parks Committee meeting of May 15, 2000, on the Plan for Culture, Arts and Heritage Division; and

- (2) received the report (March 2, 2000) from the Commissioner of Economic Development, Culture and Tourism.

(Commissioner of Economic Development, Culture and Tourism; Ms. Anne Bermonte, Acting Executive Director, Toronto Arts Council; c. Ms. Rita Davies, Managing Director, Culture – March 29, 2000)

(Clause No. 5(h), Report No. 4)

4.13 Toronto New Media Works Study and Update On City of Toronto's Involvement in New Media Initiatives (All Wards)

The Economic Development and Parks Committee had before it a report (February 28, 2000) from the Commissioner of Economic Development, Culture and Tourism providing information about the City of Toronto Economic Development Division's involvement in Toronto's rapidly growing new media sector; an update on several ongoing initiatives; and recommending that this report be received for information.

On motion by Councillor Giansante, the Economic Development and Parks Committee received the aforementioned report for information.

(Clause No. 5(i), Report No. 4)

4.14 Toronto Competes: An Assessment of Toronto's Global Competitiveness (All Wards)

The Economic Development and Parks Committee had before it a report (March 2, 2000) from the Commissioner of Economic Development, Culture and Tourism summarizing some of the key findings of "Toronto Competes: An Assessment of Toronto's Global Competitiveness"; outlining the steps to completion of the City's Economic Development Strategy; and recommending that this report be received for information.

Ms. Anne Bermonte, Acting Executive Director, Toronto Arts Council, appeared before the Economic Development and Parks Committee in connection with the foregoing matter.

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

- (1) received the report (March 2, 2000) from the Commissioner of Economic Development, Culture and Tourism, summarizing some of the key findings of "Toronto Competes: An Assessment of Toronto's Global Competitiveness"; and outlining the steps to completion of the City's Economic Development Strategy;

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- (2) received the communication (March 15, 2000) from Mr. Kim Tomczak, President, Toronto Arts Council, forwarding the Toronto Arts Council's comments on "Toronto Competes: An Assessment of Toronto's Global Competitiveness"; and
- (3) requested the Commissioner of Economic Development, Culture and Tourism, in consultation with Toronto Arts Council, to review and report on ways of increasing revenues to the City's arts and culture sector without putting additional pressures on the property tax base.

(Commissioner of Economic Development, Culture and Tourism; Ms. Anne Bermonte, Acting Executive Director, Toronto Arts Council; c. Ms. Rita Davies, Managing Director, Culture – March 29, 2000)

(Clause No. 5(j), Report No. 4)

4.15 Film and Television Industry – 1999 Year End Review (All Wards)

The Economic Development and Parks Committee had before it a report (February 28, 2000) from the Commissioner of Economic Development, Culture and Tourism providing an overview of activity generated during 1999 by the Toronto Film and Television Office and recommending that this report be received for information.

On motion by Councillor Pitfield, the Economic Development and Parks Committee received the aforementioned report for information.

(Clause No. 5(k), Report No. 4)

4.16 The Interior Design Show

The Economic Development and Parks Committee had before it a communication (February 3, 2000) from Mr. Steven Levy, Director and Ms. Shauna Levy, Associate Director, The Interior Design Show, forwarding a package of promotion and advertising material from the Interior Design Show and expressing appreciation for the City's support.

On motion by Councillor Tzekas, the Economic Development and Parks Committee received the aforementioned communication for information.

(Clause No. 5(l), Report No. 4)

4.17 Woodbine Park – Sponsorship of Festival Green Bandshell
(East Toronto)

The Economic Development and Parks Committee had before it a report (March 14, 2000) from the Commissioner of Economic Development, Culture and Tourism and Chief Financial Officer and Treasurer, providing, as requested further information on the outcome of the Request for Proposals for Sponsorship Opportunities at the new Woodbine Park and recommending that:

- (1) City Council approve in principle the proposal by Labatt Breweries of Canada, major proponent, and Rogers ATT Wireless and Pizza Pizza, as minor proponents, as contained in the communication dated March 10, 2000 (Attachment No. 1), as the basis for a sponsorship agreement and funding for the Woodbine Park Festival Green Bandshell, between the Co-sponsors and the City;
- (2) City Council authorize the Commissioner Economic Development, Culture and Tourism and the Chief Financial Officer and Treasurer, in consultation with other relevant City officials, to prepare and execute a sponsorship agreement and accept funds and financial security prior to May 1, 2000, generally in accordance with the proposal described in Attachment No. 1, and such additional terms and conditions considered necessary by the Commissioner Economic Development, Culture and Tourism, the Chief Financial Officer and Treasurer, and the City Solicitor;
- (3) City Council authorize receipt of the sponsorship funding and increase the Parks and Recreation Division's 2000 Capital Budget expenditures and revenues to reflect the allocation of the \$650,000.00 to the Woodbine Park capital project and expend such funds to complete construction of the Festival Green Bandshell and related infrastructure by May 1, 2001, under the park construction agreement between EMM Financial Corp and the City of Toronto;
- (4) Council authorize that the annual contribution of \$35,000.00 for 2001 to 2010 be allocated for the purchase of capital improvements for Woodbine Park; and
- (5) subject to satisfactory completion of Recommendation No. (2) by May 1, 2000, City Council concur with the relocation of up to six major events from the Kew Gardens and Ashbridge's Bay Park locations to the new Woodbine Park, commencing in September 2000, and request the appropriate City officials to provide notice by May 15, 2000, of the City's intent to issue permits for up to six major events at the new Woodbine Park venue, commencing September 2000, and its intent not to issue major event permits for the Kew Gardens and Ashbridges Bay venue for the Year 2001.

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

- Mr. Jerry Levitan, Levitan Lawyers, on behalf of the Beaches International Jazz Festival;
- Mr. Lito Chilelli, President, Beaches International Jazz Festival;
- Mr. Charlie Johnstone, Quattro Communications Inc.;

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

- (1) deferred consideration of the report (March 14, 2000) from the Commissioner of Economic Development, Culture and Tourism and the communication (March 17, 2000) from Mr. Charlie G. Johnstone, Quattro Communications Inc., until its meeting to be held on April 17, 2000;
- (2) requested the Commissioner of Economic Development, Culture and Tourism to report back to the April 17, 2000, Economic Development and Parks Committee, providing an analysis and review of the impact on local businesses of moving the events to Woodbine Park;
- (3) requested the Mayor and the Commissioner of Economic Development, Culture and Tourism to report back to the April 17, 2000, Economic Development and Parks Committee, providing an analysis as to the cost of sponsorship requirements to host a major event; and
- (4) requested the City Solicitor to report back to the Economic Development and Parks Committee for its meeting of April 17, 2000, on the implications of moving the special events to Woodbine Park, including Beaches Canada Day, Beaches International Jazz Festival, Beachfest Labour Day Celebration, certain events associated with the Victoria Day Fireworks and two Arts and Crafts Shows.

(Mayor Mel Lastman; Commissioner of Economic Development, Culture and Tourism; City Solicitor; c. Deputants – March 29, 2000)

(Clause No. 5(m), Report No. 4)

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The Economic Development and Parks Committee adjourned its meeting at 12:55 p.m., on March 27, 2000.

Chair