
ECONOMIC DEVELOPMENT AND PARKS COMMITTEE

AGENDA

Date of Meetings: Wednesday, March 27, 2002 **Enquiry:** Betty Henderson
Time: 9:30 a.m. **Administrator**
Location: Committee Room 2 **416-392-8088**
City Hall **bhender1@city.toronto.on.ca**
100 Queen Street West

DECLARATIONS OF INTEREST PURSUANT TO THE MUNICIPAL CONFLICT OF INTEREST ACT

CONFIRMATION OF MINUTES

DEPUTATIONS/PRESENTATIONS

- 9:45: a.m. The 2001 Celebrate Toronto Street Festival's Receipt of
Two Notable Ontario Economic Development Network (EDCO)
2001 Marketing Awards of Excellence
(All Wards) (Item No. 1)
- 10:00 a.m. Review of Parks and Recreation Animal Operations
(Various Wards) (Item No. 2)
- 10:15 a.m. Film and Television Industry - 2001 Year End Review
(All Wards) (Item No. 3)
- 10:30 a.m. Toronto International Festival Caravan
(Various Wards) (Item No. 4)

Deputation List to be distributed at meeting.

COMMUNICATIONS/REPORTS

1. THE 2001 CELEBRATE TORONTO STREET FESTIVAL'S RECEIPT OF TWO NOTABLE ONTARIO ECONOMIC DEVELOPMENT NETWORK (EDCO) 2001 MARKETING AWARDS OF EXCELLENCE

(All Wards)

(PRESENTATION ITEM)

Source: Commissioner of Economic Development, Culture and Tourism
(February 26, 2001)

Providing background information on the Celebrate Toronto Street Festival and two notable Ontario Economic Development Network (EDCO) 2001 Marketing Awards of Excellence awarded to the festival; and recommending that this report be received for information.

2. REVIEW OF PARKS AND RECREATION ANIMAL OPERATIONS

(Various Wards)

(DEPUTATION ITEM)

Source: Commissioner of Economic Development, Culture and Tourism
(February 28, 2002)

Reporting, as requested by Economic Development and Parks Committee at its meetings of March 29, 2001 and May 14, 2001, on the co-ordination of the Toronto Zoo/Farms and Petting Zoos; and recommending that:

- (1) the Commissioner of Economic Development, Culture and Tourism, through the Parks and Recreation Division, continue to manage the four City animal operation sites;
- (2) the Commissioner of Economic Development, Culture and Tourism review the findings and recommendations of the Toronto Zoo investigation and establish, in consultation with Toronto Zoo staff, a plan to address the findings and recommendations; and
- (3) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

- 2(a).** Source: General Manager and CEO
Toronto Zoo
(February 25, 2002)

Reporting on the review of four Parks and Recreation facilities that exhibit animals to the public and the possible co-ordination of these facilities with the Toronto Zoo; and recommending that the Parks and Recreation Division continue to operate the four facilities.

**3. FILM AND TELEVISION INDUSTRY -
2001 YEAR END REVIEW**
(All Wards)

(DEPUTATION ITEM)

Source: Commissioner of Economic Development, Culture and Tourism
(March 7, 2002)

Providing an update of the harmonization of film permitting and an economic overview of the industry; and recommending that:

- (1) the revised terms of reference and composition of the membership for the film Liaison Industry Committee (FLIC), as outlined in Attachment No. 9, be adopted; and
- (2) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

4. TORONTO INTERNATIONAL FESTIVAL CARAVAN
(Various Wards)

(DEPUTATION ITEM)

Source: Commissioner of Economic Development, Culture and Tourism
(March 13, 2002)

Reporting on the viability of Toronto International Festival Caravan and implications for the City of Toronto in assuming the role of festival facilitator for 2002; and recommending that:

- (1) the City provide funding of \$105,000.00 gross, to be offset with revenues of \$105,000.00 for a net budget of \$0, to the Toronto International Festival Caravan (“Caravan”) to secure core festival staff and support services necessary to produce the 2002 Festival (Attachment No. 1);

- (2) the Commissioner of Economic Development, Culture and Tourism, through the Tourism Division, provide in-kind festival consultation services to facilitate the production of Caravan 2002;
- (3) the Commissioner of Economic Development, Culture and Tourism through the Tourism Division work closely with the Caravan staff and Board to develop a business plan and budget for the marketing, sponsorship and management of Caravan 2002;
- (4) the Caravan Board of Directors submit an audited financial statement to the Economic Development and Parks Committee following the production of Caravan 2002;
- (5) a report to the Economic Development and Parks Committee, outlining details for the transfer of intellectual assets of Toronto International Festival Caravan to the City of Toronto (Phase Two) be presented for consideration, Fall 2002;
- (6) the report be forwarded to the Policy and Finance Committee for consideration; and
- (7) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

5. THE HANLAN'S POINT CLOTHING OPTIONAL BEACH

(Ward 28 Toronto Centre-Rosedale)

Source: Commissioner of Economic Development, Culture and Tourism
(March 7, 2002)

Reporting, as requested by City Council at its meeting held on February 29, March 1 and March 2, 2000, on the pilot initiative at Hanlan's Point; and recommending that:

- (1) the area of land at Hanlan's Point currently being utilized as a pilot site for a clothing optional beach be designated as a permanent site for the clothing optional beach;
- (2) the Commissioner of Economic Development, Culture and Tourism, in consultation with the Toronto Police Marine Unit, be authorized to modify the size of the beach in response to local conditions or demand; and
- (3) the City Solicitor be authorized to prepare the changes to the by-law and that the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**6. TERMS OF REFERENCE FOR COMMUNITY ADVISORY COUNCILS
WITHIN THE ECONOMIC DEVELOPMENT, CULTURE AND TOURISM
DEPARTMENT - PARKS AND RECREATION DIVISION**

(All Wards)

Source: Commissioner of Economic Development, Culture and Tourism
(March 5, 2002)

Seeking approval of the Terms of Reference for Community Advisory Councils to be used by the Economic Development, Culture and Tourism Department, Parks and Recreation Division, to fulfil its commitment to public input, increase the volunteer base and build a strong volunteer/staff partnership that enhances programs and services to the public; and recommending that:

- (1) the Terms of Reference for Community Advisory Councils of the Economic Development, Culture and Tourism Department's Parks and Recreation Division, as outlined in Attachment No. 1, be approved;
- (2) all existing Advisory Council constitutions and other documents become void on approval of Attachment No. 1;
- (3) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**7. STRATEGY TO ACHIEVE A PHASE OUT OF
NON-ESSENTIAL OUTDOOR USES OF PESTICIDES**

(See Item No. 17)

Source: Secretary, Board of Health
(November 19, 2001)

Forwarding, for information and any attention deemed necessary, Clause No. 1 of Report No. 7 of The Board of Health, entitled "Strategy to Achieve a Phase Out of Non-essential Outdoor Uses of Pesticides", which was adopted by Council at its meeting held on November 6, 7 and 8, 2001.

8. ASSIGNMENT OF LEASE AGREEMENT FOR TORONTO ISLAND FOOD CONCESSIONS

(Ward 28 Toronto Centre-Rosedale)

Source: Commissioner of Economic Development, Culture and Tourism
(March 11, 2002)

Assigning the lease agreement with C.I. Foods for the Toronto Island Food Concessions to William Beasley Enterprises; and recommending that:

- (1) the Commissioner Economic Development, Culture and Tourism, with the concurrence of the City Solicitor, be authorized to approve the Assignment of the existing Licence Agreement with Centre Island Food Services for food services at Toronto Island Park to Beasley Amusements Ltd and execute the appropriate documentation;
- (2) the financial terms and conditions be amended, as outlined in this report, which include financial performance incentives; and
- (3) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

9. TRUDEAU MEMORIAL

(All Wards)

Source: Commissioner of Economic Development, Culture and Tourism
(March 7, 2002)

Advising that Council October 2, 3 and 4, 2001, in adopting Clause No. 1 of Report No. 8 of The Economic Development and Parks Committee, requested the Commissioner of Economic Development, Culture and Tourism to report with respect to the artist selection process, location and funding for the memorial to the Right Honourable Pierre Elliott Trudeau and to establish a sub-project in the Capital Budget of the Culture Division to implement the memorial project; and recommending that:

- (1) the Commissioner, Economic Development, Culture and Tourism undertake a national public art competition to select an artist and design for the Trudeau Memorial;
- (2) the Central Waterfront Parklands be identified as the general location of the Trudeau Memorial;
- (3) the Pierre Elliott Trudeau Memorial be added as a new \$45,000.00 sub-project in Cultural Infrastructure Development to be funded in 2002 by redirecting \$45,000.00 of St. Lawrence Centre Maintenance from the approved 2001 Capital

Budget, with the remainder of the project to be considered as part of the Culture 2003 Capital Budget submission;

- (4) the Trudeau Ad-Hoc Committee determine the fundraising target for the Memorial with the City's contribution not to exceed 50 per cent of the project's total budget with a maximum City contribution of \$125,000.00;
- (5) the City accept donations to the Public Art Reserve Fund (XR4002) from corporations, individuals, foundations and other levels of government in support of the Trudeau Memorial;
- (6) this report be forwarded to the Policy and Finance Committee for consideration; and
- (7) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**10. REVISION OF THE NAMING AND RENAMING OF
PARKS POLICY TO INCLUDE RECREATION FACILITIES**
(All Wards)

Source: Commissioner of Economic Development, Culture and Tourism
(February 26, 2002)

Seeking authority to revise the policy for the naming and renaming of parks approved by Council on November 25, 26, 27, 1998, and amended on May 9, 10, 11, 2000; and recommending that:

- (1) the policy for parkland naming/renaming be amended to include recreation facilities, as outlined in Attachment No. 1; and
- (2) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

11. TORONTO, THE SECOND LARGEST FOOD INDUSTRY CLUSTER IN NORTH AMERICA: IMPLEMENTING TORONTO'S ECONOMIC DEVELOPMENT STRATEGY
(All Wards)

Source: Commissioner of Economic Development, Culture and Tourism
(February 28, 2002)

Providing an update on the status of the implementation of Toronto's Economic Development Strategy with respect to the Food Industry Cluster, on the food sector activities and initiatives; seeking endorsement of the recently formed Toronto Food Industry Advisory Committee; and recommending that:

- (1) the Economic Development and Parks Committee and Council endorse the formation of the Toronto Food Industry Advisory Committee with the following mandate:
 - (a) develop awareness and promote the capabilities of the Toronto food cluster to local and international audiences;
 - (b) provide industry input to the City of Toronto's key food industry cluster initiatives;
 - (c) provide a forum for discussing issues affecting the sector and its interests;
 - (d) serve as a source of industry intelligence; and
 - (e) advise the City on the development of the services, infrastructure and programs needed to support the industry;
- (2) the Commissioner of Economic Development, Culture and Tourism be requested to report back on the outcome of the Food Industry Growth Trends in Toronto Study upon its completion; and
- (3) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

12. EMPLOYMENT AND ECONOMIC DEVELOPMENT IN PARKDALE/LIBERTY, A FRAMEWORK FOR ACTION - A COMMUNITY STRATEGIC BUSINESS PLAN

(Ward 14 Parkdale-High Park, Ward 19 Trinity-Spadina)

Source: Commissioner of Economic Development, Culture and Tourism
(March 6, 2002)

Describing the background and activities of the Parkdale/Liberty Economic Development Corporation; presenting the report, entitled “Employment and Economic Development in Parkdale/Liberty, A Framework for Action”, and its implementation; and recommending that:

- (1) the President of the Parkdale Liberty Economic Development Corporation and the Commissioner Economic Development, Culture and Tourism or his designate meet with the appropriate City departments, agencies and senior levels of government staff to discuss the resources necessary to implement the recommended actions;
- (2) the Commissioner of Economic Development, Culture and Tourism be requested to forward copies of the report, entitled “Employment and Economic Development in Parkdale/Liberty, A Framework for Action”, to appropriate City staff, Ministry of Economic Development, Human Resources Development Canada, Liberty Village BIA, Parkdale Village BIA, the Liberty Enterprise Centre, Exhibition Place, and other interested parties; and
- (3) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**13. LEASIDE BUSINESS PARK ACTION PLAN
“FOCUSING REINVESTMENT IN LEASIDE”**

(Ward 26 Don Valley West)

Source: Commissioner of Economic Development, Culture and Tourism
(February 26, 2002)

Describing the background and activities of the Leaside Economic Revitalization Initiative Committee (LERI); presenting the Leaside Business Action Plan - “Focusing Reinvestment in Leaside” (Attachment 1), and discussing its implementation; and recommending that:

- (1) the Chair of the Leaside Economic Revitalization Initiative Committee and the Commissioner of Economic Development, Culture and Tourism, or his designate, meet with various City departments, agencies and senior levels of government

staff to discuss the resources necessary to implement the recommended actions, and to report back as appropriate;

- (2) copies of the Leaside Business Park Action Plan, entitled “Focusing Reinvestment in Leaside”, be forwarded to appropriate staff in the Ministry of Economic Development and Trade, Ministry of Colleges, Training and Universities, Bell Canada, Centennial College, the Toronto and Region Conservation Authority and Human Resources Development Canada; and
- (3) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**14. KPMG: “COMPETITIVE ALTERNATIVES COMPARING BUSINESS COSTS IN NORTH AMERICA, EUROPE AND JAPAN”
A SUMMARY AND ANALYSIS
(All Wards)**

Source: Commissioner of Economic Development, Culture and Tourism
(February 26, 2002)

Analyzing and summarizing the January 2002 KPMG Report Comparing Business Costs in North America, Europe and Japan; and recommending that this report be received for information.

**15. A MEMORANDUM OF UNDERSTANDING BETWEEN THE CITY OF TORONTO ECONOMIC DEVELOPMENT DIVISION AND HUMAN RESOURCES DEVELOPMENT CANADA RESPECTING EMPLOYMENT REVITALIZATION PROJECTS
(All Wards)**

Source: Commissioner of Economic Development, Culture and Tourism
(March 6, 2002)

Introducing the Memorandum of Understanding defining the roles, responsibilities and activities between the City of Toronto Economic Development Division and Human Resources Development Canada respecting Employment Revitalization Projects; and recommending that this report be received for information.

**16. CITY OF TORONTO ARTS AND CULTURE
GRANTS JANUARY TO DECEMBER 2001**

Source: Mr. Kim Tomczak, President
Toronto Arts Council
(undated)

Forwarding, for information, a report on the City of Toronto Arts and Culture Grants covering the full twelve months of 2001 (January to December), describing the economic impact of the City's financial investment in the arts community and the impressive array of new work, creativity and community animation which resulted.

IN CAMERA - **In accordance with the Municipal Act, a motion is required for the Committee to meet privately to discuss Item No. 17 the reason being the receiving of advice that is subject to solicitor-client privilege, including communications necessary for that purpose.**

**17. REGULATING THE COSMETIC USE OF PESTICIDES
AND AMENDMENTS TO THE TOWN OF HUDSON, QUEBEC
BY-LAW NO. 270**

Source: City Solicitor
(November 21, 2001)

Recommending that this report be received for information.