

THE CITY OF TORONTO

City Clerk's Division

Minutes of the Economic Development and Parks Committee

Meeting No. 7

Thursday, September 12, 2002

The Economic Development and Parks Committee met on Thursday, September 12, 2002, in Committee Room 1, 2nd Floor, City Hall, Toronto, commencing at 9:40 a.m.

Attendance:

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

	9:40 a.m. to 12:35 p.m.
Councillor Denzil Minnan-Wong, Chair	X
Councillor Michael Feldman, Vice Chair	X
Councillor John Filion	X
Councillor Suzan Hall	X
Councillor Norman Kelly	X
Councillor Chris Korwin-Kuczynski	X
Councillor George Mammoliti	X
Councillor Joe Pantalone	X

Confirmation of Minutes

On motion by Councillor Pantalone, the Minutes of the Economic Development and Parks Committee meeting held on July 16, 2002, were confirmed.

**7.1 Home Grown: Food Industry Trends in Toronto
(All Wards)**

The Economic Development and Parks Committee had before it a report (August 26, 2002) from the Commissioner of Economic Development, Culture and Tourism, presenting the results of a recent initiative entitled "Food Industry Outlook: A Study of Food Industry Growth Trends in Toronto"; and recommending that:

- (1) a further report be submitted to the Economic Development and Parks Committee to outline the implementation program, with input from the food industry, to address opportunities and issues identified in this study;
- (2) the study be forwarded to Urban Development Services, Toronto Public Health and TEDCO for their review and input on addressing issues and opportunities raised;
- (3) the City express thanks to the Ontario Ministry of Agriculture and Food (OMAF) for its support and partnership initiative and request that it continue its partnership of food industry-related programs with the City; and
- (4) 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. Peter Glowczewski, President, Tradition Fine Foods Ltd., Member, Toronto Food Industry Advisory Committee; and
- Mr. George Schrijver and Mr. Rick Fortin, WCM Consultants.

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

(Clause No. 1, Report No. 8)

**7.2 Donation to the Victorian Garden in
St. James Park (Ward 28 Toronto Centre-Rosedale)**

The Economic Development and Parks Committee had before it a report (August 20, 2002) from the Commissioner of Economic Development, Culture and Tourism, seeking approval for the acceptance of a \$200,000.00 donation to the City of Toronto for the Victorian Garden at St. James Park; and recommending that:

- (1) the City accept the donation from the estate of Joyce Stephenson Cockburn in the amount of \$200,000.00, for the restoration and revitalization of the Victorian Garden at St. James Park;
- (2) a plaque or similar form of recognition suitable to the Trustees and the Commissioner of Economic Development, Culture and Tourism be erected at the garden recognizing this generous gift;
- (3) the donation of \$200,000.00 be deposited in a capital account for the Parks and Recreation Division and included in its 2003 Capital Budget submission as a capital project at no net cost to the City;
- (4) the Chief Financial Officer and Treasurer be authorized to provide an income tax receipt for the donation noted in this report; and
- (5) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

On motion by Councillor Pantalone, the Economic Development and Parks Committee, recommended to Council the adoption of the aforementioned report, subject to adding that upon City Council approval, the Commissioner of Economic Development, Culture and Tourism be requested to prepare a press release with regard to the donation from the estate of Joyce Stephenson Cockburn.

(Clause No. 2, Report No. 8)

7.3 Appointment to Corso Italia Business Improvement Area Board of Management (Ward 17 Davenport)

The Economic Development and Parks Committee had before it a report (August 20, 2002) from the Commissioner of Economic Development, Culture and Tourism, appointing a nominee to the Corso Italia BIA Board of Management and removal of two existing members from the Board; and recommending that:

- (1) Council appoint the nominee to the Corso Italia BIA Board of Management, listed in Attachment No. 1, and remove two existing members of the Board, also listed in Attachment No. 1, for the balance of the 2001 to 2003 term;
- (2) Schedule "A" of the City of Toronto Municipal Code Chapter 19, "Business Improvement Areas", be amended to reflect the change in the number of Board members from 17 to 16 for the Corso Italia BIA; and

- (3) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

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

(Clause No. 3, Report No. 8)

7.4 Retail Business Holiday Act - Tourism Designation.

Councillor Minnan-Wong appointed Councillor Feldman Acting Chair and vacated the Chair.

On motion by Councillor Minnan-Wong, the Economic Development and Parks Committee deferred consideration of this matter until a future meeting.

Councillor Minnan-Wong resumed the Chair.

(Clause No. 5(f), Report No. 8)

7.5 Toronto Tourism Sector 2002 Performance Update (Various Wards)

The Economic Development and Parks Committee had before it a report (September 9, 2002) from the Commissioner of Economic Development, Culture and Tourism, advising City Council of key 2002 mid-season performance indicators and business issues specific to Toronto's tourism sector; and recommending that:

- (1) the Economic Development, Culture and Tourism Department work with representatives from the tourism private sector to identify strategies to revitalize Toronto's tourism economy; and
- (2) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.
 - A. Councillor Pantalone moved that the Economic Development and Parks Committee:
 - (1) defer consideration of the following report to its meeting of October 10, 2002; and

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- (2) request that Toronto Tourism provide recommendations to the October 10, 2002 meeting of the Economic Development and Parks Committee as to how the City of Toronto can better promote tourism for the City throughout the world.

(Carried)

B. Councillor Mammoliti moved that the Economic Development and Parks Committee request the Commissioner of Economic Development, Culture and Tourism to report at that time on the following:

- (a) amending Recommendation No. (1) to read as follows:
 - “(1) the Economic Development, Culture and Tourism Department work with representatives from the tourism sector, including the City’s ABC’s, to identify strategies to revitalize Toronto’s tourism economy; and”;
- (b) City Council reaffirming its commitment to request the Provincial government to implement a Hotel Tax and a Room Tax in the City;
- (c) Tourism Toronto being requested to work with the Toronto Zoo in obtaining the Panda Exhibition from China;
- (d) a plan of attack with respect to opening offices around the world to promote Toronto, commencing with its sister cities; and
- (e) landmarks and proposed potential landmarks in the City and how Tourism can take advantage of such landmarks.

(Carried)

C. Councillor Korwin-Kuczynski moved that Councillor’s Mammoliti’s motion B. be amended to add that the requested report include the following:

- (a) how the City can collaborate with Canadian Embassies and Consulates around the world to more effectively promote the City of Toronto; and

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- (b) the Commissioner of Economic Development, Culture and Tourism reporting to the Economic Development and Parks Committee on an annual basis on the state of tourism in the City of Toronto.

(Carried)

Councillor Minnan-Wong appointed Councillor Feldman Acting Chair and vacated the Chair.

- D. Councillor Minnan-Wong moved that Councillor Mammoliti's motion B. be further amended to add that the requested report also include the establishment of a sub-committee of the Economic Development and Parks Committee to look into the revitalization of the tourism industry in Toronto; and further provide terms of reference for such sub-committee.

(Carried)

Councillor Minnan-Wong resumed the Chair.

(Commissioner of Economic Development, Culture and Tourism; c. Tourism Toronto - September 16, 2002)

(Clause No. 5(g), Report No. 8)

7.6 Additional Funding - Vanderhoof Avenue Park (formerly Eglinton-Brentcliffe Park) Ward 26 Don Valley West.

The Economic Development and Park Committee had before it a report (September 9, 2002) from the Commissioner of Economic Development, Culture and Tourism, seeking authority to adjust the amount in the project account (CPR117-32-08) to identify additional funding, which will allow the funds to be used for park development; and recommending that:

- (1) the sub-project for Vanderhoof Avenue Park (formerly Eglinton-Brentcliffe Park Development, CPR117-32-08) be increased by \$45,580.00 gross and zero net with \$45,580.00 of additional developer funding;
- (2) the park be developed in accordance with approved plans;
- (3) the name Eglinton-Brentcliffe Park be changed to Vanderhoof Avenue Park to reflect the plan name of the park and the location; and
- (4) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

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

(Policy and Finance; c. Commissioner of Economic Development, Culture and Tourism - September 12, 2002)

(Clause No. 5(h), Report No. 8)

7.7 Community Centre for the Disabled at Earls court

The Economic Development and Parks Committee had before it a communication (September 11, 2002) from Councillor Betty Disero, Ward 17 Davenport, requesting that the Economic Development and Parks Committee request a report from staff on the feasibility and process to develop a Community Centre for the disabled at Earls court Park and further that this item be scheduled as a deputation item.

On motion by Councillor Pantalone, 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 meeting of October 10, 2002, on the feasibility and process for the development of a community centre for the disabled at Earls court Park.

(Commissioner of Economic Development, Culture and Tourism; c. Councillor Betty Disero, Ward 17 Davenport - September 16, 2002)

(Clause No. 5(i), Report No. 8)

7.8 Appointment to the Toronto Economic Development Corporation (TEDCO)

Councillor Minnan-Wong appointed Councillor Feldman Acting Chair and vacated the Chair.

On motion by Councillor Minnan-Wong, the Economic Development and Parks Committee recommended to Council that Councillor George Mammoliti, Ward 7 York West, and Councillor Joe Pantalone, Ward 19 Trinity-Spadina, be appointed as the Economic Development and Parks Committee representatives on the Toronto Economic Development Corporation (TEDCO).

Councillor Minnan-Wong resumed the Chair.

(Clause No. 4, Report No. 8)

7.9 City of Toronto Trees

On motion by Councillor Pantalone, the Economic Development and Parks Committee requested the Commissioner of Economic Development, Culture and Tourism report to the Economic Development and Parks Committee on:

- (1) the state of City of Toronto trees given the recent drought; and
- (2) lessons learned and what actions City Council should consider as a result.

(Commissioner of Economic Development, Culture and Tourism - September 16, 2002)

(Clause No. 5(j), Report No. 8)

7.10 MaRS (Medical and Related Sciences Discovery District) Project

Mr. John Cook, President and COO, gave a presentation on the subject project being a world-class convergence centre at the intersection of College and University in Toronto dedicated to the acceleration and commercialization of discovery. To achieve their vision, MaRS provide overall direction, program development, core management and administrative support to the project to create a dynamic, networked culture that develops great science into great business, including the creation of a regional outreach program to build linkages with other medical and related science clusters throughout the Province of Ontario and beyond.

The Chair, on behalf of the Committee, thanked Mr. Cook for his very informative presentation, noting that this is one of the most important sectors in the City.

Councillor Minnan-Wong appointed Councillor Feldman Acting Chair and vacated the Chair.

On motion by Councillor Minnan-Wong, the Economic Development and Parks Committee received the aforementioned presentation.

Councillor Minnan-Wong resumed the Chair.

(Clause No. 5(a), Report No. 8)

7.11 Historical Artifact Collection

Ms. Elizabeth Joy, Supervisor, Museum Services and Councillor Chris Korwin-Kuczynski, Ward 14 Parkdale-High Park, gave an overview presentation on the City's historical artifact collection providing Members with background information on the collection and how it is maintained, including displaying some of the artifacts.

A. Councillor Korwin-Kuczynski moved that the Economic Development and Parks Committee:

- (1) receive the aforementioned presentation; and
- (2) request the Commissioner of Economic Development, Culture and Tourism report on the possibility of displaying some of the Historical Artifact Collection throughout the City, i.e., City Hall, Art Galleries, Museums, etc.

(Carried)

B. Councillor Pantalone moved that Councillor Korwin-Kuczynski's motion A. be amended by adding the words "that such exhibitions to reflect Toronto's multi-cultural diversity of strength with special emphasis on post WWII diversity."

(Carried)

(Commissioner of Economic Development, Culture and Tourism; c. Ms. Elizabeth Joy, Supervisor, Museum Services; Councillor Chris Korwin-Kuczynski, Ward 14 Parkdale-High Park - September 16, 2002)

(Clause No. 5(b), Report No. 8)

7.12 Toronto Tourism 2002 Performance Update

Councillor Minnan-Wong appointed Councillor Feldman Acting Chair and vacated the Chair.

On motion by Councillor Minnan-Wong, the Economic Development and Parks Committee deferred this presentation to its meeting of October 10, 2002.

Councillor Minnan-Wong resumed the Chair.

(Clause No. 5(c), Report No. 8)

7.13 The Toronto Industry Network

Ms. Marion Axmith, Vinyl Council of Canada, Mr. Mike Hyde, Dow Chemical Canada Inc. and Mr. Paul Scrivener, Paul Scrivener and Associates, gave a presentation on The Toronto Industry Network, providing Members with an outline of the Network and requesting that the City develop an industrial strategy to make Toronto an even better place.

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

- (1) received the aforementioned presentation; and
- (2) requested the Commissioner of Economic Development, Culture and Tourism to report to the Economic Development and Parks Committee on a mechanism to formalize communications between the City and The Toronto Industry Network, including the issues that have implications for its Members and challenges facing the industry sector in the City of Toronto.

(Commissioner of Economic Development, Culture and Tourism; c. Ms. Marion Axmith, Mr. Mike Hyde and Mr. Paul Scrivener, on behalf of The Toronto Industry Network - September 16, 2002)

(Clause No. 5(d), Clause No. 8)

7.14 Parks and Recreation Policies

Mr. David Cooper, resident, appeared before the Economic Development and Parks Committee outlining his perception of the City's policies regarding service delivery to the gay community.

On motion by Councillor Pantalone, the Economic Development and Parks Committee received the aforementioned presentation.

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The Economic Development and Parks Committee adjourned its meeting at 12:35 p .m.

Chair