

Economic Development Committee

Meeting No.	3	Contact	Rosalind Dyers, Committee Administrator
Meeting Date	Wednesday, April 11, 2007	Phone	416-392-8018
Start Time	9:30 AM	E-mail	rdyers@toronto.ca
Location	Committee Room 1, City Hall		

Attendance

Members of the Economic Development Committee were present for some or all of the time period indicated under the section headed "Meeting Sessions", which appears at the end of the Minutes.

Councillor Kyle Rae, Chair	X
Councillor Mike Feldman	X
Councillor Suzan Hall	X
Councillor Adrian Heaps	X
Councillor Case Ootes	X
Councillor Michael Thompson	X

Confirmation of Minutes

On motion by Councillor Thompson, the Minutes of the meeting of the Economic Development Committee held on February 21, 2007, were confirmed.

ED3.1	Presentation	Amended	Transactional	
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Presentation - "Talent Matters - Shaping Talent Strategies in a Changing World"

Summary

Presentation by the following on a report, headed "Talent Matters - Shaping Talent Strategies in a Changing World", a study of the Toronto Financial Services Industry Talent Market, dated March 2007, prepared by the Toronto Financial Services Alliance and Deloitte:

- Janet Ecker, President, Toronto Financial Services Alliance;
- Greg MacQuarrie, Project Manager, Deloitte & Touche LLP; and
- Gary Butler, Director, Centre for Financial Services - Seneca College.

Speakers

Janet Ecker, Toronto Financial Services Alliance

Greg MacQuarrie, Project Manager, Deloitte & Touche LLP

Gary Butler, Centre for Financial Services - Seneca College

Decision Advice and Other Information

The Economic Development Committee:

1. requested the General Manager, Economic Development, Culture and Tourism, in consultation with the Toronto Financial Services Alliance and the Toronto Region educational institutions, to submit to the Economic Development Committee for its meeting on September 17, 2007, specific recommendations resulting from the presentation and report “Talent Matters – Shaping Talent Strategies in a Changing World”, such report to include:

(Motion by Councillor Hall)

- a. mechanisms, relationships, and the requirements needed from the City of Toronto to assist in establishing a Centre of Excellence for Financial Services, as well as a review of other “Excellence” initiatives ongoing in the Toronto Region; and
- b. the identification of strategies to break down the barriers of entry for employment and educational opportunities for visible minorities, new Canadians and youth; and

(Motion by Councillor Thompson)

2. expressed its appreciation to Ms. Ecker, Mr. MacQuarrie and Mr. Butler for their excellent presentation.

(Motion by Councillor Rae)

(General Manager, Economic Development, Culture and Tourism;
Ms. Janet Ecker, President, Toronto Financial Services Alliance;
Mr. Greg MacQuarrie, Project Manager, Deloitte and Touche, LLP;
Mr. Gary Butler, Director, Centre for Financial Services –
Seneca College; c. Deputy City Manager, Sue Corke – April 11, 2007)

ED3.2	Information	Referred	Transactional	
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Review of Winterlicious and Summerlicious Program Criteria

(February 1, 2007) report from the General Manager, Economic Development, Culture and Tourism.

Financial Impact

There are no financial implications resulting from the adoption of this report.

Summary

This report addresses two notices of motion pertaining to the Winterlicious and Summerlicious restaurant promotions: the participation of restaurants in the Scarborough area and a review of opportunities for inclusion of restaurants that meet the Council-approved criteria but have multiple venues.

The two motions were considered by staff in consultation with the Ontario Hotel, Motel & Restaurant Association (OHMRA) and the processes were reviewed. In order to sustain the integrity of the programs the current criteria and process must be maintained.

All restaurants in all Wards of Toronto that meet the Winterlicious and Summerlicious criteria are invited to participate in the promotion. Restaurants wishing to be considered for the program should consult with the three rating publications used to determine program participation to find out how they might have their restaurant reviewed and/or receive a higher rating.

The program criteria also designates that participating restaurants must offer a unique dining experience. Multi-venue restaurants are permitted to participate, however restaurants that are part of a branded chain, offering the same menu, the same atmosphere and the same experience at each of the chain locations, are not eligible for participation in the program.

Staff will continue to consult and seek advice from the OHMRA and provide an online information page for restaurants to review to learn more about the criteria and how to be included.

Communications

(April 10, 2007) letter from Michelle Saunders, Ontario Restaurant Hotel & Motel Association (ORHMA) - EDMain3.2.1

Speakers

Ian Sorbie, Il Fornello
 Fred Luk, Fred's Not Here
 Jody Ness, Wildfire Steakhouse
 Tony Longo, Flow Restaurant

Decision Advice and Other Information

On motion by Councillor Rae, the Economic Development Committee referred back the report of the General Manager, Economic Development, Culture and Tourism, with a request that a full examination of the process be undertaken with respect to the Winterlicious and Summerlicious Program and a report thereon be submitted to the next meeting of the Economic Development Committee (as a non-speaker item), such report to include the following issues raised by the speakers and Members of the Committee:

- a reduction to the Guest Cheque Average;
- development of a program to address Toronto-based restaurant chains;
- the City of Toronto's costs for the Winterlicious and Summerlicious Program; and
- the communication plan for the culinary experience program, and additional culinary programs that could encourage more Toronto dining establishments to participate in a City of Toronto sponsored program.

Links to Background Information

2007-04-11-ed03-2-report

<http://www.toronto.ca/legdocs/mmis/2007/ed/bgrd/backgroundfile-2657.pdf>

(General Manager, Economic Development, Culture and Tourism;
All Interested Parties; c. Deputy City Manager, Sue Corke;
Jaye Robinson, Director, Special Events – April 11, 2007)

ED3.3	ACTION	Amended	Policy	Ward: All
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New Municipal Code Chapter 19 - Business Improvement Areas

(March 19, 2007) report from the General Manager, Economic Development, Culture and Tourism.

Recommendations

The General Manager of Economic Development, Culture and Tourism recommends that:

1. Council adopt a new City of Toronto Municipal Code, Chapter 19, "Business Improvement Areas" generally in accordance with Attachment No. 1;
2. Council dissolve all existing Business Improvement Area Boards, as listed in Attachment No. 2, and re-establish them as City boards under Section 141 of the Act;
3. Council delegate to the appropriate community councils the authority to establish new BIA Boards following the designation of the BIA, unless the BIA is located within the boundaries of more than one community council, in which case new BIA Boards shall continue to be established by Council;

4. Municipal Code Chapter 27, Council Procedures, be amended to delegate to the community councils the authority to establish new BIA Boards unless the BIA is located within the boundaries of more than one community council; and
5. authority be granted to the City Solicitor to submit any bills required to enact the new Municipal Code Chapter 19 and to amend Municipal Code Chapter 27, generally in accordance with the report recommendations and Attachment No. 1 of this report, subject to any necessary refinements, including stylistic, format and organization, as may be identified by the City Solicitor and City Clerk, and any other bills required to give effect to these recommendations.

Financial Impact

These recommendations will have no financial impact on the City.

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

Summary

This report recommends the adoption of a new City of Toronto Municipal Code, Chapter 19 (“Chapter 19”) – “Business Improvement Areas” (“BIAs”), made necessary by the enactment of the City of Toronto Act, 2006 (the “Act”).

The new Chapter 19 will provide within one document a clear set of guidelines governing the establishment of BIAs and BIA activities, and will help ensure improved BIA administration, financial management, and accountability.

The new Chapter 19 contains many of the BIA-related provisions of the Municipal Act, 2001, as well as new provisions related to financial management, the activities that BIAs are allowed to undertake, and clarifications and refinements with respect to procedures for establishing or amending the boundaries of a BIA.

It is intended that the new Code Chapter 19 shall apply to new BIAs to be created after the enactment of the Act, and to all existing BIAs previously established under the Municipal Act, 2001. To this end, it is recommended that Council dissolve all existing Boards of Management (“Boards”) and re-establish them as City Boards.

This report also recommends that Council delegate to the community councils the authority to establish new BIA Boards in order to streamline the appointment procedure for BIA Board members.

3a New Municipal Code Chapter 19 - Business Improvement Areas

(April 10, 2007) letter from Councillor Howard Moscoe, Chair, Licensing and Standards Committee.

Recommendations

1. That the report from the General Manager, Economic Development, Culture and Tourism be adopted.
2. That the “strip plaza rehabilitation project” be referred to the Legal Services Division to determine what amendments are required to Chapter 19 in order to establish the Special Policy Areas contemplated by the project.
3. That Legal Services report to Licensing and Standards Committee within two months.

Summary

Attaching a report regarding strip plaza rehabilitation. The success of this plan will necessitate some amendments to Chapter 19 of the New City of Toronto Municipal Code which the Economic Development Committee presently has before it, and submitting the matter in an attempt to co-ordinate efforts with the work of the Economic Development Committee.

In order to accomplish a cleanup of suburban strip plazas it will, at some point in time, be necessary to consider establishing "Special Policy Areas" under this section. This will ultimately require four amendments to the Toronto Municipal Code.

Decision Advice and Other Information

On motion by Councillor Hall, the Economic Development Committee:

- a. recommended to the Executive Committee and Council that:
 1. Council adopt a new City of Toronto Municipal Code, Chapter 19, “Business Improvement Areas” generally in accordance with Attachment No. 1;
 2. Council dissolve all existing Business Improvement Area Boards, as listed in Attachment No. 2, and re-establish them as City boards under Section 141 of the Act;
 3. Council delegate to the appropriate community councils the authority to establish new BIA Boards following the designation of the BIA, unless the BIA is located within the boundaries of more than one community council, in which case new BIA Boards shall continue to be established by Council;
 4. Municipal Code Chapter 27, Council Procedures, be amended to delegate to the community councils the authority to establish new BIA Boards unless the BIA is located within the boundaries of more than one community council; and

5. authority be granted to the City Solicitor to submit any bills required to enact the new Municipal Code Chapter 19 and to amend Municipal Code Chapter 27, generally in accordance with the report recommendations and Attachment No. 1 of this report, subject to any necessary refinements, including stylistic, format and organization, as may be identified by the City Solicitor and City Clerk, and any other bills required to give effect to these recommendations;
- b. requested the City Clerk to give public notice for the required amendment to Toronto Municipal Code, Chapter 27, Council Procedures, and Notice of Intention to Dissolve all Business Improvement Area (BIA) Boards of Management and Re-establish them as City Boards under Section 141 of the City of Toronto Act, 2006, for consideration at the April 30, 2007, Executive Committee meeting; and
 - c. referred the following Recommendation 2. in the communication (April 10, 2007) from Councillor Howard Moscoe, Chair, Licensing and Standards Committee to the City Solicitor, with a request that a report be submitted to the Economic Development Committee within two months:
 - “2. That the “strip plaza rehabilitation project” be referred to the Legal Services Division to determine what amendments are required to Chapter 19 in order to establish the Special Policy Areas contemplated by the project.”

Links to Background Information

2007-04-11-ed03-3a

<http://www.toronto.ca/legdocs/mmis/2007/ed/bgrd/backgroundfile-2819.pdf>

2007-04-11-ed03-3-report

<http://www.toronto.ca/legdocs/mmis/2007/ed/bgrd/backgroundfile-2658.pdf>

(Executive Committee; City Solicitor; General Manager, Economic Development, Culture and Tourism; Councillor Howard Moscoe, Chair, Licensing and Standards Committee; c. Deputy City Manager, Sue Corke – April 11, 2007)

ED3.4	ACTION	Adopted	Transactional	Ward: 11, 14, 15, 17, 21
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2007 Business Improvement Area Operating Budgets: Report No. 3

(March 23, 2007) report from the Deputy City Manager and Chief Financial Officer.

Recommendations

The Deputy City Manager and Chief Financial Officer recommends that:

1. the original Roncesvalles Village BIA 2007 operating budget adopted by Council on February 5 and 6, 2007, be rescinded and replaced by the revised 2007 budget for the expanded Roncesvalles Village BIA recommended in this report;

2. the Economic Development Committee adopt and certify to City Council the 2007 expenditure requests and levy requirements of the following Business Improvement Areas:

Business Improvement Area	2007 Expenditure Estimates (\$)	2007 Levy Funds Required (\$)
Mount Dennis	15,325	14,575
Wychwood Heights	90,190	60,767
York-Eglinton	125,717	123,826
Fairbank Village	82,742	79,003
Roncesvalles Village	247,764	155,808

3. authority be granted for the introduction of the necessary bill in Council; and
4. the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

Financial Impact

No City funding is required since Business Improvement Area budgets are raised by a special levy on members. Approval of the three recommended BIA budgets in this report will generate a total of \$433,979 for the respective BIAs.

All of the 2007 BIA operating budgets submitted for consideration are balanced budgets. The appeal provision surplus or appeal provision deficit for each individual BIA, as determined by the Revenue Services Division, has been addressed by each BIA and incorporated into their 2007 Operating Budget. The BIA budgets have provided for required capital cost-sharing contributions for those projects approved in 2006 or prior and carried forward into 2007, as well as new capital cost-share projects approved in the 2007 Capital Budget for Economic Development, Culture and Tourism.

Summary

This report brings forward Business Improvement Area (BIA) annual operating budgets for approval by Council as required by the City of Toronto Act, 2006. Council approval is required to permit the City to collect funds through the tax levy on behalf of the BIAs.

Complete budgets and supporting documentation received to-date have been reviewed and are reported herein; BIA budgets received after this date will be brought forward in later reports. Of the 61 established BIAs, a total of 55 BIA budgets have been approved by Council to-date; five BIA budgets are submitted for approval in this report; and one BIA has yet to submit its 2007 operating budget, as referred to in Appendix B.

The original Roncesvalles Village BIA 2007 operating budget that was adopted by Council on February 5 and 6, 2007 is being rescinded, to be replaced by the revised 2007 budget approved by the Board and general membership of the expanded Roncesvalles Village BIA recommended in this report.

Committee Recommendations

On motion by Councillor Heaps, the Economic Development Committee recommended that:

1. the original Roncesvalles Village BIA 2007 operating budget adopted by Council on February 5 and 6, 2007, be rescinded and replaced by the revised 2007 budget for the expanded Roncesvalles Village BIA recommended in this report;
2. the Economic Development Committee adopt and certify to City Council the 2007 expenditure requests and levy requirements of the following Business Improvement Areas:

Business Improvement Area	2007 Expenditure Estimates (\$)	2007 Levy Funds Required (\$)
Mount Dennis	15,325	14,575
Wychwood Heights	90,190	60,767
York-Eglinton	125,717	123,826
Fairbank Village	82,742	79,003
Roncesvalles Village	247,764	155,808

3. authority be granted for the introduction of the necessary bill in Council; and
4. the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

Links to Background Information

2007-04-11-ed03-4-report

<http://www.toronto.ca/legdocs/mmis/2007/ed/bgrd/backgroundfile-2659.pdf>

ED3.5	ACTION	Adopted	Transactional	Ward: 30
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"Zhong Hua Men" Archway Project - Change in Project Partner

(March 14, 2007) report from the General Manager, Economic Development, Culture and Tourism.

Recommendations

The General Manager of Economic Development, Culture and Tourism recommends that:

1. the appropriate City staff be authorized to negotiate with and enter into agreements with the Toronto "Zhong Hua Men" Archway Organizing Committee and, if necessary, The Toronto Parking Authority as owner of the land, setting out the Committee's responsibilities in relation to the provision of materials for, and funding and maintenance of, the "Zhong Hua Men" Archway project.

Financial Impact

There are no financial implications resulting from the adoption of this report.

Summary

The purpose of this report is to seek approval for the Toronto “Zhong Hua Men” Archway Organizing Committee to be designated as the project partner for the “Zhong Hua Men” Archway project with the City, and to seek authority to enter into any necessary agreements with Toronto “Zhong Hua Men” Archway Organizing Committee for the completion of the archway project.

Committee Recommendations

On motion by Councillor Hall, the Economic Development Committee recommended that:

1. the appropriate City staff be authorized to negotiate with and enter into agreements with the Toronto “Zhong Hua Men” Archway Organizing Committee and, if necessary, The Toronto Parking Authority as owner of the land, setting out the Committee’s responsibilities in relation to the provision of materials for, and funding and maintenance of, the “Zhong Hua Men” Archway project.

Links to Background Information

2007-04-11-ed03-5-report

<http://www.toronto.ca/legdocs/mmis/2007/ed/bgrd/backgroundfile-2660.pdf>

ED3.6	ACTION	Adopted	Transactional	Ward: All
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Renewing Multi-Year Agreements with Local Arts Services Organizations (LASOs)

(March 12, 2007) report from the General Manager, Economic Development, Culture and Tourism.

Recommendations

The General Manager of Economic Development, Culture and Tourism recommends that:

1. authority be granted to renew a multi-year agreement for four years (2007 to 2010) with each of the following four local arts service organizations, (Arts Etobicoke, Lakeshore Arts, Scarborough Arts Council and Urban Arts Community Arts Council) subject to:
 - a. the satisfaction of the General Manager of Economic Development, Culture and Tourism, the City Solicitor and the Deputy City Manager and Chief Financial Officer;
 - b. the compliance with City funding guidelines as established by Council Policy;

- c. the annual funding request submitted by each organization to the General Manager of Economic Development, Culture and Tourism, for recommendation to the Economic Development Committee and Council for review and approval; and
 - d. the annual report and financial audit submitted by each organization to the General Manager of Economic Development, Culture and Tourism, for review, and
2. the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

Financial Impact

There are no financial implications resulting from the adoption of this report.

Summary

This report recommends the renewal of a multi-year agreement with each of the four Toronto-based arts and cultural organizations under the Arts and Culture - Local Arts Service Organizations (LASOs) category within the Community Partnership and Investment Program (CPIP).

Community arts is the bedrock of the City's cultural ecology. The LASOs are an essential component that helps build the City's cultural infrastructure through the programs and services they deliver. Through those programs and services the LASOs forge connections between artists in the community and bring together diverse groups which together build vital neighbourhoods that are the foundation of our Creative City. Since amalgamation, City Council has been providing financial support to enhance the LASOs' role in fostering community arts development. The renewed multi-year agreements will maintain the structured link between the City and each of the four LASOs, thereby ensuring stability and accountability to the relationship.

Committee Recommendations

On motion by Councillor Hall, the Economic Development Committee recommended that:

1. authority be granted to renew a multi-year agreement for four years (2007 to 2010) with each of the following four local arts service organizations, (Arts Etobicoke, Lakeshore Arts, Scarborough Arts Council and Urban Arts Community Arts Council), subject to:
 - a. the satisfaction of the General Manager of Economic Development, Culture and Tourism, the City Solicitor and the Deputy City Manager and Chief Financial Officer;
 - b. the compliance with City funding guidelines as established by Council Policy;
 - c. the annual funding request submitted by each organization to the General Manager of Economic Development, Culture and Tourism, for recommendation to the Economic Development Committee and Council for review and approval; and

- d. the annual report and financial audit submitted by each organization to the General Manager of Economic Development, Culture and Tourism, for review, and
2. the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

Links to Background Information

2007-04-11-ed03-6-report

(<http://www.toronto.ca/legdocs/mmis/2007/ed/bgrd/backgroundfile-2661.pdf>)

ED3.7	ACTION	Adopted	Transactional	Ward: All
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Toronto Arts Council - Renewal of Multi-Year Agreement

(March 15, 2007) report from the General Manager, Economic Development, Culture and Tourism.

Recommendations

The General Manager of Economic Development, Culture and Tourism recommends that:

1. Council grant authority to renew the multi-year agreement with the Toronto Arts Council for the administration and distribution of arts and culture funding on behalf of the City of Toronto for a period of five years;
2. the agreement with the Toronto Arts Council be subject to the satisfaction of the General Manager of Economic Development, Culture and Tourism, the City Solicitor and the Deputy City Manager and Chief Financial Officer;
3. the Toronto Arts Council continue to submit its annual funding request through the City's annual operating budget process; and
4. the appropriate officials be authorized to take the necessary action to give effect thereto.

Financial Impact

There are no financial implications resulting from the adoption of this report. The Toronto Arts Council will continue to submit its annual budget request through the City's annual operating budget process.

Summary

This report seeks Council authority to renew a multi-year agreement with the Toronto Arts Council (TAC) until December 31, 2011.

The City recognizes the importance of supporting arts and culture activities for Torontonians. These events enliven our shared expressions, enrich the quality of life and place for both residents and visitors, and encourage cultural tourism. The City continues its long history in supporting organizations and individual artists through funding allocations made through the Toronto Arts Council. The multi-year agreement between the TAC and the City serves the arts and culture community further. This agreement allows for a financial and administrative reporting practice, and provides the TAC the necessary commitment and resources to manage the granting practice effectively and efficiently exercise its responsibilities to the City.

Committee Recommendations

On motion by Councillor Thompson, the Economic Development Committee recommended that:

1. Council grant authority to renew the multi-year agreement with the Toronto Arts Council for the administration and distribution of arts and culture funding on behalf of the City of Toronto for a period of five years;
2. the agreement with the Toronto Arts Council be subject to the satisfaction of the General Manager of Economic Development, Culture and Tourism, the City Solicitor and the Deputy City Manager and Chief Financial Officer;
3. the Toronto Arts Council continue to submit its annual funding request through the City's annual operating budget process; and
4. the appropriate officials be authorized to take the necessary action to give effect thereto.

Links to Background Information

2007-04-11-ed03-7-report

<http://www.toronto.ca/legdocs/mmis/2007/ed/bgrd/backgroundfile-2662.pdf>

Meeting Sessions

Session Date	Session Type	Start Time	End Time	Public or Closed Session
2007-04-11	Morning	9:30 AM	12:25 PM	Public

Chair