

Parks and Environment Committee

Meeting No.	8	Contact	Linda Reid, Acting Administrator
Meeting Date	Friday, September 14, 2007	Phone	416-392-0145
Start Time	9:30 AM	E-mail	pec@toronto.ca
Location	Committee Room 1, City Hall		

The Decision Document is for preliminary reference purposes only. Please refer to the Minutes for the official record.

How to Read the Decision Document:

- *recommendations of the Committee to City Council appear after the item heading and any amendments by Committee to recommendations appearing in a staff report are italicized;*
- *action taken by the Committee on its own authority does not require Council's approval and is listed in the decision document under the heading "Decision Advice and Other Information" at the end of the item;*
- *Declarations of Interest, if any, appear at the end of an item.*

Minutes Confirmed – Meeting of July 4, 2007.

PE8.1	ACTION	Adopted		Ward: All
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Nomination of Citizen Members to the Task Force to Bring Back the Don for 2007-2010

Confidential - Personal matters about an identifiable individual, including municipal or local board employees

(August 13, 2007) Report from Chief Planner and Executive Director, City Planning Division

Committee Recommendations

The Parks and Environment Committee recommends to City Council that:

1. The 17 individuals listed in confidential Appendix 1 who were selected by the Nominating Sub-Committee of the Task Force to Bring Back the Don be appointed to the Task Force to Bring Back the Don for a term of office ending on November 30, 2010, or until successors are appointed; and

- The names of the Appointees become public once Council appoints them.

Financial Impact

There are no financial implications resulting from this report.

Summary

This report requests Council approve the recommendations of the Nominating Sub-Committee of the Task Force to Bring Back the Don for its citizen members for the current term of City Council.

The confidential Attachment 1 provides the names of the individuals that the Task Force's Nominating Sub-Committee selected and recommended for appointment.

Background Information

Staff Report

<http://www.toronto.ca/legdocs/mmis/2007/pe/bgrd/backgroundfile-6416.pdf>

PE8.2	ACTION	Amended		Ward: All
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Toronto Regional Centre of Expertise on Education for Sustainable Development - Relationship to the Toronto Environment Office

(August 20, 2007) Report from Deputy City Manager

Committee Recommendations

The Parks and Environment Committee recommends to City Council that:

- City Council request that the Toronto Environment Office report back to Parks and Environment Committee in July 2009 on the progress of the Toronto Regional Centre of Expertise on Education for Sustainable Development; and
- The Toronto Regional Centre of Expertise on Education for Sustainable Development be the focal point for meeting Council's request made at its July 2007 meeting that the Deputy City Manager develop a School Board/City Environmental Education Working Group to review current environmental curriculum and activities and explore opportunities for collaboration on environmental initiatives.

Decision Advice and Other Information

The Parks and Environment Committee requested that Deputy City Manager Richard Butts:

- Provide a Briefing Note in six months time outlining any progress and initiatives of the Toronto Regional Centre of Expertise on Education for Sustainable Development; and

2. Provide a report in one year's time on the Toronto Regional Centre of Expertise on Education for Sustainable Development's progress.

Financial Impact

There is no financial impact associated with this report, beyond what is already approved in the current year's operating budget. The Deputy City Manager and Chief Financial Officer have reviewed this report and agree with the financial impact statement.

Summary

At the request of the Mayor and Deputy Mayor, the Toronto Environment Office has facilitated the establishment of the Toronto Regional Centre for Expertise on Education for Sustainable Development (the "Toronto RCE"). The Toronto RCE is part of an international network of Regional Centres of Expertise affiliated with the United Nations University Institute for Advanced Studies, based in Yokohama, Japan. The Regional Centres of Expertise are one way that the United Nations is promoting the UN Decade for Education for Sustainable Development (2005-2014).

The Toronto RCE is providing a forum for school boards, universities, colleges, government and non-governmental organizations to share information and experiences on education for sustainable development, and to promote partnerships in the delivery of programs. In June 2007, the Steering Committee further refined its objectives by deciding to focus its efforts on enhancing existing and proposing new education initiatives that support implementation of the City of Toronto's Climate Change, Clean Air and Sustainable Energy Action Plan.

This report explains the relationship between the Toronto RCE and the mandate of the Toronto Environment Office, and recommends that the Toronto Environment Office report back to Parks and Environment Committee in July 2009 on the Toronto RCE's progress. It also recommends that the Toronto Environment Office investigate how the City can offset the environmental impacts of participation in national and international networks like the United Nations University network of Regional Centres of Expertise.

Background Information

Staff Report

<http://www.toronto.ca/legdocs/mmis/2007/pe/bgrd/backgroundfile-6402.pdf>

PE8.3	Information	Deferred		Ward: All
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Marketing the City's Destination Parks

(August 23, 2007) Report from General Manager of Parks, Forestry and Recreation

Decision Advice and Other Information

The Parks and Environment Committee deferred consideration of this matter to the October 10, 2007 meeting and requested that the General Manager, Parks, Forestry and Recreation:

1. Provide the Parks and Environment Committee with a selection of marketing materials and web-based marketing materials; and
2. Advise interested advisory bodies when the item is being considered so that they may have an opportunity to speak.

Summary

This report provides information on current and future marketing initiatives for the City's Destination Parks. Destination Parks have one or more significant attractions, settings or features that would make it appealing and worthwhile visiting on its own. Tourist-oriented promotional material usually lists these parks. Only a small percentage of Toronto parks – out of a total of 1,470 – are Destination Parks. Appendix A lists frequently promoted City parks.

At present, the City's Parks Forestry and Recreation Division (PFR) has no comprehensive marketing plan for the City's Destination Parks. PFR currently prints a limited number of brochures, some annually and some on an irregular basis, for a few key tourist Destination Parks such as Toronto Island, Allan Gardens, golf courses and the Toronto Music Garden. The Fun Guide, PFR's definitive listing of seasonal recreation programs, contains incidental and limited promotional information on Destination Parks.

Other organizations and agencies, such as the City's Tourism Unit and Tourism Toronto, and private travel web sites relay and dispense limited Destination Park information as part of their own initiatives, responsibilities and web design content.

Two ambitious projects currently under development will enhance marketing of Destination Parks. First, PFR's Park Treasures Project will categorize outstanding park features such as flora, fauna, earth science, historical, cultural, natural phenomenon, and sensory experiences. This information will become part of a proposed innovative and interactive website marketed to residents and tourists alike. Second, the City's Tourism Unit is presently spearheading the Premier Ranked Tourist Destination Project. This project summarizes information about all of Toronto's tourist attractions in order to inform an assessment of Toronto's strengths and weaknesses as a tourist destination. The audit includes parks.

Background Information

Staff Report

(<http://www.toronto.ca/legdocs/mmis/2007/pe/bgrd/backgroundfile-6406.pdf>)

Meeting Sessions

Session Date	Session Type	Start Time	End Time	Public or Closed Session
2007-09-14	Morning	9:40 AM	9:50 AM	Public