



REPORT FOR ACTION

Change to the Tourism Toronto Stakeholder Representative on the Toronto Music Advisory Committee

Date: June 14, 2019

To: City Council

From: Economic Development and Culture

Wards: All

SUMMARY

This report provides recommends a change to the Tourism Toronto stakeholder representative who is being recommended for appointment to the Toronto Music Industry Advisory Committee.

RECOMMENDATIONS

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

1. City Council amend the appointment to the Toronto Music Industry Advisory Committee by replacing the name "Andrew Weir" with the name "Sarah Jarvis", as the Tourism Toronto stakeholder representative, at pleasure of Council, for a term of office ending on November 14, 2022.

Sarah Jarvis is the Director of Partnerships at Tourism Toronto. In her role, she is responsible for overseeing broader partnerships with industry stakeholders, Tourism Toronto members and corporate partners that benefit from the region's visitor economy. Sarah, a former musician, has had a long career in the arts and culture sector, working for organizations such as Luminato, the Toronto Symphony Orchestra, Endeavour Marketing and the Canadian Opera Company.

FINANCIAL IMPACT

There are no financial implications arising from this report.

DECISION HISTORY

City Council at its meeting of March 27, 2019, re-established the Toronto Music Industry Advisory Committee.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2019.EX3.4>

COMMENTS

On June 6, 2019, the Economic Development and Culture Division was notified that the individual who is being recommended for appointment to the Toronto Music Industry Advisory Committee has changed. They are recommending Sarah Jarvis as the stakeholder representative for Tourism Toronto.

CONTACT

Mike Tanner, Sector Development Office, Music, 416-338-3255
mike.tanner@toronto.ca

SIGNATURE

Mike Williams
General Manager, Economic Development & Culture

ATTACHMENT
