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**ECONOMIC DEVELOPMENT AND PARKS COMMITTEE****AGENDA**

<b>Date of Meeting:</b>	<b>May 14, 2001</b>	<b>Enquiry: Betty Henderson</b>
<b>Time:</b>	<b>9:30 a.m.</b>	<b>Administrator</b>
<b>Location:</b>	<b>Committee Room 1</b>	<b>392-8088</b>
	<b>City Hall</b>	<b>bhender1@city.toronto.on.ca</b>
	<b>100 Queen Street West</b>	

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**DECLARATIONS OF INTEREST PURSUANT TO  
THE MUNICIPAL CONFLICT OF INTEREST ACT****CONFIRMATION OF MINUTES****DEPUTATIONS/PRESENTATIONS**

- 10:00 a.m. Greater Toronto Airport Authority  
(Item No. 1) (City Wide)
- 10:15 a.m. Greater Toronto Marketing Alliance  
Year 2000 Review  
(Item No. 2) (All Wards)
- 10:20 a.m. Toronto Labour Force Readiness Plan  
2001 to 2010  
(Item No. 3) (All Wards)
- 10:25 a.m. Toronto's Bio-Medical Cluster:  
Leader in North America  
(Item No. 4) (Ward 20 Trinity-Spadina and Ward 27 Toronto Centre-Rosedale)
- 10:30 a.m. Toronto-Rochester Fast Ferry - Project Update  
(Item No. 5) (Ward 30 Toronto-Danforth)

Deputation List to be distributed at meeting.

## COMMUNICATIONS/REPORTS

**1. GREATER TORONTO AIRPORT AUTHORITY**  
(City Wide)

*(PRESENTATION ITEM)*

*(No written material)*

**2. GREATER TORONTO MARKETING ALLIANCE:  
YEAR 2000 REVIEW**  
(All Wards)

*(DEPUTATION ITEM)*

Source: Commissioner of Economic Development, Culture and Tourism  
(April 20, 2001)

Updating the Economic Development and Parks Committee on the collaborative efforts and activities undertaken by the Greater Toronto Marketing Alliance and the City's Economic Development Division; and recommending that this report be received for information.

**3. TORONTO LABOUR FORCE READINESS PLAN 2001 - 2010**  
(All Wards)

*(PRESENTATION ITEM)*

Source: Commissioner of Economic Development, Culture and Tourism  
(April 19, 2001)

Advising of a new initiative of the Economic Development Division to prepare a labour force readiness plan for the City of Toronto for the period 2001 to 2010; and recommending that:

- (1) the Chair of the Economic Development and Parks Committee sit as a member of the Advisory Panel for the Toronto Labour Force Readiness Plan 2001 to 2010;
- (2) Council appoint one member to sit on each of the three industry cluster Labour Force Readiness Plan Advisory Groups to be established for the Information Technology/Telecommunications, Hospitality and Tourism, and Construction Industries;
- (3) the Commissioner of Economic Development, Culture and Tourism be requested to provide updates to the Economic Development and Parks Committee as key milestones are reached in the project; and
- (4) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**4. TORONTO'S BIO-MEDICAL CLUSTER:  
LEADER IN NORTH AMERICA**

(Ward 20 Trinity-Spadina and Ward 27 Toronto Centre-Rosedale)

*(DEPUTATION ITEM)*

Source: Commissioner of Economic Development, Culture and Tourism  
(April 19, 2001)

Providing an overview of the importance of Toronto's Bio-Medical cluster to Canada's competitive position and the need to develop an action plan to ensure its sustainability and growth in Toronto; and recommending that:

- (1) the City convene a round table focus group with the University of Toronto, the major hospitals, research institutions and property owners within the "Discovery District", and Bio-Medical companies to develop an action plan to advance Toronto's competitive position as a biotechnology leader in North America including development of joint marketing opportunities, such as the establishment of a medical discovery "walk of fame";
- (2) Council approve the designation of the area bound by Bloor, Bay, Dundas West and Spadina as a Discovery District, and that the Commissioner of Economic Development, Culture and Tourism be requested to investigate and report on the area's further designation as a Community Improvement District;
- (3) the Commissioner of Economic Development, Culture and Tourism and relevant staff from Economic Development, Culture and Tourism, Finance and Urban Development Services be requested to review and report back on opportunities to advance the establishment of an innovation/commercialization centre within the Discovery District using such mechanisms as Section 28 of the "Community Improvement Section" of the "Planning Act" that would enable the City to provide tax equivalent grants that will assist in the establishment of such a centre, or under the "Municipal Act" incorporate a "Share Capital Corporation" that could provide facilities and services to assist a business start-up;
- (4) Council support a communications campaign to increase awareness about the sector and to advocate support from senior levels of government; and
- (5) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**5. TORONTO-ROCHESTER FAST FERRY -  
PROJECT UPDATE**

(Ward 30 Toronto-Danforth)

*(DEPUTATION ITEM)*

Source: Commissioner of Economic Development, Culture and Tourism  
(April 18, 2001)

Providing the results of the RFP (Request for Proposals) process used to select Canadian American Transportation Systems (CATS) as the preferred provider of ferry services; outlining the next steps required to implement the project; and recommending that:

- (1) Council endorse the selection of Canadian American Transportation Systems (CATS) as the preferred provider of ferry services between Toronto and Rochester;
- (2) Council request the Federal government and the Province of Ontario give favourable consideration to providing financial support for the establishment of fast ferry service between Toronto and Rochester;
- (3) the Commissioner of Economic Development, Culture and Tourism be requested to undertake an assessment of the capital improvements that may be required to the streetscape and park immediately adjacent to the proposed ferry terminal at the southern end of Cherry Street and report on the requirements as part of the 2002 capital budget process;
- (4) the interim Waterfront Development Corporation be requested to meet with CATS to discuss the proposed ferry service and issues related to its integration with revitalization activities;
- (5) CATS be requested to undertake a public consultation process with the Toronto Island residents, Port Lands businesses and the recreational boating community with respect to the introduction of the ferry service; and
- (6) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**6. APPOINTMENTS TO THE YONGE-LAWRENCE VILLAGE  
BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT**

(Ward 16 Eglinton-Lawrence and Ward 25 Don Valley West)

Source: Commissioner of Economic Development, Culture and Tourism  
(April 19, 2001)

Appointing eight members to the Yonge-Lawrence Village Business Improvement Area Board of Management; amending the former City of Toronto Municipal Code, Chapter 20, "Business Improvement Areas" as necessary; and recommending that:

- (1) Council appoint the nominees listed in Attachment No. 1 to this report to the Yonge-Lawrence Village Business Improvement Area (BIA) Board of Management for the 2001 to 2003 term;
- (2) amendments be made to the former City of Toronto Municipal Code, Chapter 20, "Business Improvement Areas" as necessary and as set out in Attachment No. 2 of this report; (Attachment No. 2 of this report identifies the number of board members that make up the Board and the number of members required for quorum);
- (3) leave be granted for the introduction of the necessary bills in Council to give effect thereto; and
- (4) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**7. 2001 BUSINESS IMPROVEMENT AREA  
OPERATING BUDGETS: REPORT NO. 4**

*(Report to follow)*

**8. INTERNATIONAL ALLIANCE PROGRAM: ALIGNMENT OF  
FUNCTIONS AND BUDGET WITHIN ECONOMIC DEVELOPMENT  
DIVISION AND PROTOCOL SERVICES, CITY CLERK'S OFFICE  
(All Wards)**

Source: Commissioner of Economic Development, Culture and Tourism  
and Commissioner of Corporate Services  
(April 27, 2001)

Providing information about the functions performed by the Economic Development Division and the Special Events Division of the Economic Development, Culture and Tourism Department and Protocol Services of the City Clerk's Office, respecting international delegations and the budget allocated for these purposes; and recommending that this report be received for information.

**9. CAR FREE SUNDAY - ECONOMIC IMPACT  
(All Wards)**

Source: Commissioner of Economic Development, Culture and Tourism  
(April 18, 2001)

Reporting on the potential economic impact of holding a Car Free Sunday in Toronto; and recommending that this report be received for information.

**10. INTERNATIONAL ALLIANCE – CITY TO CITY**

*(Report to follow)*

## 11. COMPETITION – AIR CANADA

*(Report to follow)*

## 12. THE MERITS OF HAVING ONE OR TWO MARATHONS

(All Wards)

Source: Commissioner of Economic Development, Culture and Tourism  
(April 18, 2001)

Advising that in the year 2000, two marathon organizers, the Canadian International Marathon and the Toronto Waterfront Marathon requested and were granted permits to host their respective marathons in the City; that as the events are less than four weeks apart, concern was expressed regarding the affect on the marathons and on the City; and recommending that:

- (1) the Canadian International Marathon and the Toronto Waterfront Marathon take place in Toronto annually should they continue to meet the City's permit criteria;
- (2) this report be forwarded to the Works Committee for information; and
- (3) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

## 13. CITY OF TORONTO THIRD PARTY OUTDOOR ADVERTISING PROGRAM - PROPOSED APPROACH TO THIRD PARTY OUTDOOR ADVERTISING ON CITY PROPERTY AND ON CERTAIN PUBLIC RIGHTS-OF-WAY

(All Wards)

Source: Commissioner of Economic Development, Culture and Tourism,  
Commissioner of Corporate Services and  
Commissioner of Works and Emergency Services  
(April 19, 2001)

Reporting on a proposed approach for a City of Toronto Third Party Outdoor Advertising Program as requested by Council at its meeting on February 1, 2 and 3, 2000; and recommending that:

- (1) the proposed City of Toronto Third Party Outdoor Advertising Program, as outlined in this report, be approved;
- (2) a tender be issued for the four outdoor sign locations approved by Council in July 1998;

- (3) separate Requests for Proposals be issued for pilot projects for each of the following Program components:
  - (a) information pillar signs;
  - (b) landscape advertising on certain public rights-of-way; and
  - (c) sports field equipment signage;
- (4) Council endorse the establishment of an interdepartmental staff team, consisting of representatives from the Corporate Services, Economic Development, Culture and Tourism, Works and Emergency Services and Urban Development Services Departments to co-ordinate the implementation of the Program, and to review unsolicited outdoor advertising proposals that extend beyond the scope of the City of Toronto Third Party Outdoor Advertising Program;
- (5) all signs and sign locations proposed under this Program be subject to all necessary municipal approvals;
- (6) the proposed Guidelines for Advertising Content (Attachment No. 1) be approved and applied to all advertising under the Third Party Outdoor Advertising Program;
- (7) the Commissioner of Corporate Services be requested to co-ordinate the use of outdoor advertising space made available to the City through the proposed Third Party Outdoor Advertising Program;
- (8) this report be forwarded to the Works Committee and the Administration Committee for information; and
- (9) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**14. YEAR-ROUND RESIDENCE ON BOATS MOORED ON  
PARKS AND RECREATION PROPERTY**  
(Various Wards)

Source: Commissioner of Economic Development, Culture and Tourism  
(April 19, 2001)

Establishing a consistent and workable policy with regard to residence on a year-round basis on boats or other vessels moored at leased boating facilities on Parks and Recreation property; reporting, as requested, on the applicability of property taxes on boats used as year-round residences; and recommending that:

- (1) a policy be adopted permitting year-round residence on boats and other vessels moored at marinas and boat club locations leased from the City of Toronto subject to appropriate infrastructure and emergency services being available;

- (2) the Commissioner of Economic Development, Culture and Tourism consult with the Commissioner of Works and Emergency Services, the Commissioner of Urban Development Services, and the Chairman of the Toronto Police Services Board and the Chief Administrative Officer and Secretary Treasurer of the Toronto and Region Conservation Authority, to determine minimum infrastructure and emergency service requirements;
- (3) the number of slips available for year-round use be determined solely at the discretion of the Commissioner of Economic Development, Culture and Tourism, or his designate, on a location by location basis, but in any case, the number will not exceed 10 percent of the total approved mooring spaces available at yacht club location, and 20 percent of mooring spaces at commercial marinas operated under a lease with the City;
- (4) existing leases be amended as required to accommodate this policy and that the policy be reflected in any new or renewed leases; and
- (5) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

#### **15. FRANKLIN CHILDREN'S GARDEN - TORONTO ISLANDS**

(Ward 28 Toronto Centre-Rosedale)

Source: Commissioner of Economic Development, Culture and Tourism  
(April 20, 2001)

Providing information regarding the Franklin Children's Garden; requesting Council authorization to proceed with a Request for Sponsorship and to undertake initial capital work; and recommending that:

- (1) the Commissioner of Economic Development, Culture and Tourism be requested to proceed with a Request for Proposal for Sponsorship of the garden and that appropriate sponsorship agreements be executed with the successful proponents in a form satisfactory to the Commissioner of Economic Development, Culture and Tourism and the City Solicitor;
- (2) that the Commissioner of Economic Development, Culture and Tourism be requested to proceed with the initial park work on the garden using existing funding as approved in the 2001 to 2005 Capital Works budget;
- (3) the Chief Financial Officer and Treasurer be authorized to ensure issuance of appropriate tax receipts and allocation of funds to be received from Kids Can Press and other private donors; and
- (4) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.



**16. PARKS AND RECREATION DIVISION  
STRATEGIC PLAN TERMS OF REFERENCE  
(All Wards)**

Source: Commissioner of Economic Development, Culture and Tourism  
(April 23, 2001)

Requesting approval of the Terms of Reference for the Parks and Recreation Division Strategic Plan; and recommending that:

- (1) the Commissioner of Economic Development, Culture and Tourism undertake a strategic planning process over the next eighteen months to accomplish the following goals:
  - (a) to develop a five year plan to address Toronto Parks and Recreation Division's major strategic issues;
  - (b) to engage all levels of staff and a broad spectrum of the community and stakeholders in the identification of issues and the achievement of strategic goals within the plan; and
  - (c) to ensure that the Division's strategic plan is aligned with the City's strategic plan framework;
- (2) the Economic Development and Parks Committee appoint one member to the Strategic Plan Steering Committee; and
- (3) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**17. MARY MCCORMICK COMMUNITY RECREATION  
CENTRE RENOVATION, CONTRACT NO. CPR112-3  
TENDER CALL NO. 35-2001  
(Ward 18 Davenport)**

Source: Commissioner of Economic Development, Culture and Tourism  
and the Chief Financial Officer and Treasurer  
(April 30, 2001)

Advising of the results of Tender No. 35-2001 for the Mary McCormick Community Recreation Centre Renovation project in accordance with the specifications and drawings as required by the Economic Development, Culture and Tourism Department; requesting authority to enter into a contract with the recommended contractor; and recommending that:

- (1) Tender No.35-2001, Contract number CPR112-3 for the renovations to Mary McCormick Community Centre be awarded to Frank Pellegrino General Contracting Limited in the amount of \$2,808,468.00 including all taxes and charges, being the lowest Tender received; and

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

**18. ICE ALLOCATION POLICY -  
PARKS AND RECREATION DIVISION**

(All Wards)

Source: Commissioner of Economic Development, Culture and Tourism  
(April 27, 2001)

Requesting approval of an Ice Allocation Policy for arenas owned and operated by the Parks and Recreation Division; advising that the policy will be used to allocate ice commencing in the 2001 and 2002 season; and recommending that:

- (1) the Ice Allocation Policy as outlined in Attachment No. 1 come into effect for the 2001/2002 ice season; and
- (2) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**19. ICE RENTAL RATES - WESTON MINOR HOCKEY  
ASSOCIATION AND WESTON FIGURE SKATING CLUB**

(Ward 11 York South-Weston)

Source: Commissioner of Economic Development, Culture and Tourism  
(April 27, 2001)

Advising that the Commissioner of Economic Development, Culture and Tourism was requested to report on opportunities to reduce the ice costs for the Weston Minor Hockey and Figure Skating Club that permit Weston Lions Arena operated by the Weston Lions Arena and Management Board; and recommending that:

- (1) the City Auditor be requested to conduct a detailed audit of the Weston Lion's Arena expenditures and revenues to determine if there are opportunities to reduce the ice rental rates for Weston Minor Hockey Association and Weston Figure Skating Club.
- (2) the Minor Sports Groups using Weston Lion's Arena be advised to apply for a financial subsidy or grant from the Weston Lion's Club to offset the hourly rate for the 2001-2002 season; and
- (3) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**20. PALMERSTON GATES**  
(Ward 19 Trinity-Niagara)

Source: Commissioner of Economic Development, Culture and Tourism  
(April 18, 2001)

Providing an update on the restoration of Palmerston Gates; and recommending that this report be received for information.

**21. REVIEW OF PARKS AND RECREATION ANIMAL OPERATIONS**  
(Various Wards)

Source: Commissioner of Economic Development, Culture and Tourism  
and the General Manager and CEO, Toronto Zoo  
(April 18, 2001)

Reporting on the Guiding Principles and Outline for 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 this report be received for information.

**22. IMPROVING THE DELIVERY OF HERITAGE PRESERVATION SERVICES IN THE CITY OF TORONTO**  
(All Wards)

Source: Commissioner of Economic Development, Culture and Tourism  
(April 20, 2001)

Reviewing the implementation of heritage preservation services and to recommend actions which would remove duplication and improve service delivery; and recommending that:

- (1) the delivery of heritage preservation services be restructured as set out in this report;
- (2) By-law No. 795-1999 (now Article III of chapter103, Heritage, of the Municipal Code) be amended substantially as set out in Attachment No. 1;
- (3) City Council direct the City Clerk to begin the nomination process so citizen members of the Toronto Preservation Board, who are not Community Preservation Panel Chairs, be appointed by Council as soon as possible in accordance with the criteria set out in Attachment No. 2, and that the current members of the Board remain in place until the Nominating Committee convenes to nominate Board members following adoption of this by-law, after which Council rescind the current appointments to the Board, to take effect when the new members are appointed;

- (4) City Council direct the City Clerk to begin the nomination process so members for the Downtown, Midtown, North, West and Southwest Community Preservation Panels may be appointed by Council on the nomination of the respective Community Councils in accordance with the criteria set out in Attachment No. 2 as soon as possible;
- (5) the agendas and minutes of meetings of the Toronto Preservation Board be posted on the City's web site;
- (6) the Commissioner of Economic Development, Culture and Tourism be directed to report to City Council within two years on the effectiveness of the proposed changes; and
- (7) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto, including the introduction of any bills in Council.

**23. TORONTO HERITAGE FUND GRANT  
APPLICATIONS FOR 2001**

(Ward 27 Toronto Centre-Rosedale)

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

Assisting owners of designated properties in completing necessary restorations; and recommending that:

- (1) Toronto Heritage Fund Grant application for 10 Trinity Square of up to \$5,000.00 be approved;
- (2) the Toronto Heritage Fund Grant application for 63 Gould Street of up to \$5,000.00 be approved, but should the property owner of 63 Gould Street be prepared to enter a Heritage Easement Agreement, a further grant of up to \$20,000.00 from the Toronto Heritage Fund Grant program be approved;
- (3) the grants for 10 Trinity Square and 63 Gould Street be conditional on the owners entering into a Restoration Grant Agreement prepared by the City Solicitor in consultation with the Manager of Heritage Preservation Services;
- (4) the owners ensure the City of Toronto's support for this project is suitably recognized; and
- (5) the appropriate officials be authorized to take whatever action is necessary to give effect hereto.

**24. TORONTO ARTS COUNCIL - CITY OF TORONTO  
ARTS AND CULTURE GRANTS - JANUARY TO DECEMBER 2000**

Source: Mr. Kim Tomczak, President  
Toronto Arts Council  
(March 2001)

Forwarding a report on the City of Toronto Arts and Culture Grants covering the full 12 months of 2000 (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.

**25. RESPONSE FROM ONTARIO LOTTERY  
AND GAMING CORPORATION**  
(All Wards)

Source: Commissioner of Economic Development, Culture and Tourism  
(April 19, 2001)

Reporting on the response of the Ontario Lottery and Gaming Corporation to the request by the City to consider operating a Lottery with profits dedicated to recreation and youth programming; and recommending that this report be received for information.

**26. STATUS REPORT - JOINT SCHOOL PLAYGROUND PROGRAM AND  
TORONTO CITY COUNCIL AND TORONTO DISTRICT SCHOOL  
BOARD LIAISON COMMITTEE – PERMIT FEES**  
(All Wards)

Source: Commissioner of Economic Development, Culture and Tourism  
(May 1, 2001)

Providing a status report on the Joint School Playground Program and Toronto City Council and the Toronto District School Board Liaison Committee - Permit Fees; and recommending that this report be received for information.

**27. AIR ATHLETICS PROPOSAL – TED REEVE ARENA**

*(Report to follow)*