

March 22<sup>nd</sup>, 2014

Office of the City Clerk  
City of Toronto  
City Hall, 100 Queen Street West  
Toronto, ON  
M5H 2N2

**Re: Yonge-Dundas Square Board of Management Representation**

Dear City Clerk's office,

Then Downtown Yonge Business Improvement Area (DYBIA) is currently represented on the Yonge-Dundas Square (YDS) board of management with (2) two representatives.

They are currently Mr. Neil Miller (Chair, YDS) Vice President PenEquity Toronto and Mr. Ken Rutherford, Independent building owner within DYBIA area of responsibility.

Mr. Rutherford has recently resigned from the Downtown Yonge BIA (DYBIA) board of directors as of January 1<sup>st</sup>, 2014. Thus has created an opening on the DYBIA board of directors and our organization has in turn notified the management team of YDS of the need to replace Mr. Rutherford on their board of directors.

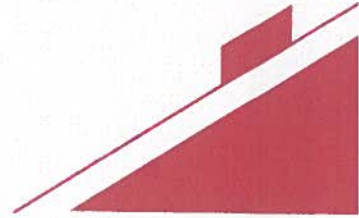
As such, the board of directors for DYBIA had actioned at the board meeting of January 16th, 2014 to seek and recommend an applicant for consideration to replace Mr. Rutherford.

Our first submission was not approved based on issues identified by the City of Toronto and alternatively the board of directors sought another applicant from the board of directors from DYBIA for consideration.

The board of directors for DYBIA have taken the requirements and engagement with YDS as a serious and integral role within our BIA and would like to formally put forward an existing board member and the Chair, for the DYBIA marketing committee for consideration.

**Mr. Ken Gruber – Marketing Director, Eaton Chelsea Hotel**

Mr. Gruber has been an active member of the BIA and Board Member of the DYBIA for numerous years. He is a community leader and has extensive experience in tourism, relationship building and management.



As a community builder, Ken understands the importance of partnership to accomplish common vision goals and actively participates in improving the overall experience in the City of Toronto and the DYBIA catchment.

His vast knowledge in management, tourism, music industry and hospitality is of significant value to our City and his contributions to the board of directors of the DYBIA has been numerous.

It is based on these significant skill sets and his commitment to the City of Toronto and Downtown Yonge that the board of directors of DYBIA have put forward Mr. Gruber for consideration.

We are confident that with the attached "Application for Appointment" we have fulfilled our obligation to put forward a suitable candidate for consideration.

Your help and consideration is appreciated.

Sincerely,

Mark Garner  
Executive Director and CSO  
Downtown Yonge Business Improvement Area (DYBIA)