

Welcome and Introductions

Kelvin Seow, Chief People and Strategy Officer of Exhibition Place welcomed the participants to the Community Liaison Consultation Meeting.

- Exhibition Place is committed to both respectful and fulsome discourse with the surrounding communities through engagement, consultation, and setting of achievable benchmarks, which will strive to understand and meet the expectations of the surrounding community that do not compromise the operations of Exhibition Place.
- Introduced Co-Hosts – Peter Leon
- Introduced current members of the Board of Governors of Exhibition Place
- Introduced Exhibition Place Staff – Kelvin Seow, Tony Porter, Gilles Bouchard, Nigel Fernandes, Catherine de Nobriga, Debbie Sanderson

The evening will provide an update on the Gardiner Project by Parsons, an update from our Sales Team on our Meetings & Events business at Exhibition Place, an update on our Centennial Park activation planning, and a review of the Draft Strategic Plan 2022-2026 by Optimus.

We will end the evening with a discussion on the future format of the Community Liaison Consultation Meetings where we are looking to broaden the conversation, along with any questions from the evening.

Gardiner Expressway Rehabilitation Project – Andrew Evraire – Planner, Parsons Inc.

- Parsons Inc. (Parsons) is the City's Owners Engineer & Technical Advisor, currently preparing a Reference Concept Design (RCD) for the rehabilitation project.
- The City of Toronto is proceeding with Section 2 of the Gardiner Expressway Strategic Rehabilitation Plan from Dufferin Street to Strachan Avenue. The project includes the replacement of the Superstructure (girders and deck) and rehabilitation of the Sub-structure (bents 1-35).
- Section 1 of the Rehabilitation Project was recently completed from Jarvis to Cherry Street, and the rehabilitation of Section 2 will use a similar accelerated construction approach.
- Construction is expected to commence by early 2023 and tentatively take approximately 3 years to complete.

Meeting & Event Update – Judy Mahoney – Director, Sales & Marketing, Exhibition Place

- We are pleased to announce we are open for business!!!
- As of March 1, 2022, Ontario lifted the proof of vaccination requirements for all settings.
- On March 21, 2022, the lifting of mask mandates will apply to our convention centres and event venues.
- Exhibition Place has a busy schedule for the summer and fall of 2022.
 - o Beanfield Centre: Corporate Meetings, Exams, and Gala's
 - o Enercare Centre: Opening with One-of-a-Kind Show followed by the National Home Show and Restaurants Canada
 - o All large Festivals and Events are back including: Honda Indy, Caribbean Carnival, Canadian National Exhibition, and the Royal Agricultural Winter Fair
- For more information and to see a schedule of events go to our website - <https://www.explace.on.ca/event/>

Community Activation – Kelvin Seow – Chief People & Strategy Officer, Exhibition Place

- Yoga/Fitness classes in Bandshell Park
 - o Sponsored by Hotel X and 10X
 - o Wednesday evenings at 6 pm - trial period May 25, June 7, June 15, June 22 and June 29 to gauge interest
 - o May extend into the summer
 - o Sign up with EventBrite, more details to follow on the Exhibition Place website, Community Bulletin, and Social Media
- Garden of the Greek Gods
 - o Statues will be relocated to the Rose Garden, which will be more accessible to the Community for viewing
 - o There will be an interactive component as part of the installation
 - o Timeline for the launch will be late summer
- Farmers Markets
 - o Presently in conversations with a third parties to operate the Farmers Market
 - o To be held in Centennial Park
 - o May through to November on either Saturday or Sunday mornings – excluding August (CNE)
 - o Subsequently no third party could be found to operate the Market because August dates unavailable
- Can Bike Safety Workshop
 - o Proposing 2 bike safety workshops at Exhibition Place for the summer months
 - o More information to follow

Review of the Draft Strategic Plan 2022-2026 – Optimus SBR – Jesse Burns – Senior Manager, Giulia De Lorenzis – Senior Associate, Tim Casey

- The plan for Optimus this evening is to provide an overview and update of where we are today with the Exhibition Place Strategic Plan 2022-2026, and a recap of what they heard from the surrounding community at the 2 virtual Community Meetings with the immediate community and the larger Toronto area scheduled last fall (October 28 & November 2), and present the initial draft of the strategic plan and how the Community input has been incorporated into the plan.
- Strategic Planning engagement included consultations with individual members of the community and targeted outreach to equity seeking groups with over 30 partner/community organizations.

Optimus provided an overview of the complexity of Exhibition Place, the site with significant heritage significance, and the need to consider various priorities, the need to consider innovation and economic development with the needs of multiple stakeholders, and heritage site and buildings, while working with the City and various other partners on redevelopment planning. Some highlights of what we heard in the Fall

What we need to know:

- Great potential for Exhibition Place to bring people together for a variety of experiences
- The future needs to support development in the area – including the waterfront and transit projects
- Connections and the movement of people through the grounds needs to be prioritized
- Focus on sustainability and green practices is important and should continue
- Exhibition Place can feel “disjointed or disconnected” – not always clear on how all of the activities and focuses tie together
- The grounds contain cultural assets that need to be maintained, protected, and celebrated

What we should do:

- The site should have activity 365-days a year - holiday/winter markets; winter wonderland; spring festival; farmers' markets; jazz or other music festivals; restaurants; experimental experiential art installations; and physical activity
- Provide opportunities to diverse stakeholder groups without always 'needing a ticket', continue with outreach to local residents, under-represented and marginalized communities to promote participation and attendance on the grounds
- Exhibition Place should work with the local community – ensure regular communication, proactively address concerns, solicit new ideas and opportunities
- Recognize the value and attachment that the local community has for Exhibition Place's beautiful art exhibits, architecture and cultural/heritage sites

The draft Strategic Plan Framework would identify The Evolution of Exhibition Place. The framework identified a number of themes and priorities that our Strategic Plan will respond to, understanding where Exhibition Place was and where they are aiming to be is key to developing a strategic plan for the next five years. We developed the Vision, Mission, and Values, and the Strategic Goals for the organization, explaining each Strategic Goal for Exhibition Place and the Expected Outcome.

- Exceed Client and Visitor Expectations
- Promote Site Animation 365 Days a Year
- Solidify our Position as Canada's Leading Convention and Event Space
- Enhance Brand Identity and Promotion
- Invest in our People and Culture
- Ensure Competitively Priced Services and Sustainable Operations

The community, local groups and businesses, and the broader residents of the City are key partners for Exhibition Place. The draft plan reflects many comments and suggestions from the public and encourages ongoing engagement so that we identify opportunities for community enjoyment.

- We have clarity in our purpose and vision:
 - We are a critical driver of economic activity in the City and Province
 - We will be: Canada's premier destination for conventions, meetings, events and entertainment
 - Our Mission is clear on how we will achieve the Vision – we want to deliver exceptional experiences to all visitors on our grounds
- The Strategic Plan is closely aligned to the Master Plan through the Relax, Entertain, and Exhibit zones
- Communication and engagement with the community will remain critical
 - This includes collaboration and working with the community to understand the impact of operations; providing opportunities to the community and local businesses to benefit from the activities at Exhibition Place; and working with organizations like TOLive, ActiveTO, ArtsToronto, the local BIAs and other community groups
- We are focused on animating the site 356-days a year that will complement the activities of our commercial and entertainment clients and tenants, and provide new opportunities for community – entertainment/restaurant venues, temporary art exhibits and music, and physical activity.

Optimus looked for Community feedback if the Vision and Mission statements are clear, is there any additional explanations required, are there any additional ideas for site animation 365-days a year that should be considered, and are there any additional questions or comments with the Strategic Plan as presented?

Next steps - Finalize and launch the Strategic Plan in the summer of 2022.

Kelvin ended the evening with a brief discussion on the future format of Community Liaison Consultation Meetings, suggesting we are looking for community input to broaden the conversation and asked if there were any questions from the presentations.

At the conclusion, Kelvin thanked all guests for participating in the first Community Liaison Consultation Meeting for 2022 and reminded the attendees we will continue to keep the community apprised of any future meetings to be scheduled.