

MINUTES of a meeting of the Communications, Marketing and Government Relations Committee of the Toronto Waterfront Revitalization Corporation held at the offices of the Toronto Waterfront Revitalization Corporation, 20 Bay Street, Suite 1310, Toronto, Ontario, on Thursday, January 22, 2015 at 10:00 a.m., local time.

PRESENT: Ross McGregor, Chair
 Joe Pantalone
 David Johnson
 Mark Wilson

ABSENT:

The following additional persons were in attendance, unless otherwise noted, throughout the meeting or only for particular business items as noted in these minutes: John Campbell, President and CEO; Marisa Piattelli, Chief Administrative Officer; Edward Chalupka, Director, Government Relations; and Andrew Hilton, Director of Communications and Marketing.

The Chair, Ross McGregor, took the chair and with the consent of the Committee Members, appointed Marisa Piattelli to act as secretary of the meeting.

The Chair declared that a quorum of Committee Members was present and that notice of the meeting having been duly sent to all Committee Members in accordance with the Corporation's By-laws, the meeting was duly called and regularly constituted for the transaction of business.

1. Updated Marketing and Communications Calendar

Andrew Hilton presented the updated marketing and communications calendar to September, 2015. Calendar milestones included the announcement on the Innovation Centre; the design competition for the Jack Layton Ferry Terminal; ground breaking for the Tridel Aqualina project; a Report to the Community; a potential tri-government announcement on Port Lands funding and the official opening of the rebuilt Queens Quay in mid-June. He noted also that the City's Review of Waterfront Toronto 2.0 would be tabled at Council in May/June.

Comments ensued including the need to tie the Innovation Centre announcement to the development of an intelligent corridor and broadband network in East Bayfront to Pinewood Studios as part of the larger economic development mandate of Waterfront Toronto. The Intelligent Community Summit this summer would be another opportunity to highlight the intelligent community corridor. The Summit will be of interest to government partners because of its global nature and the economic development focus. Comments were also made regarding the broader public interest in the revitalization of the ferry terminal especially to suburban constituents who use the ferry terminal to access the Toronto Islands.

Discussion also ensued regarding the themes and agenda for the Report to the Community.

2. Adjournment of the Public Session

There being no further business other than matters to be considered in-camera, **ON MOTION** duly made, seconded and carried, it was **RESOLVED** that in accordance with Section 190 of the *City of Toronto Act*, in-camera matters were now to be considered. The Chair indicated to members of the public present that it was now in order for them to depart from the meeting. Members of public then left the meeting. The meeting then adjourned at 11:00 a.m. local time, to be momentarily reconvened as an in-camera meeting.

In Camera Session

11:00 a.m.

3. Confidential Matters

The following confidential matters were tabled and discussed:

- Strategic Discussion regarding Waterfront Toronto 2.0; and
- Updated Communications, Marketing and Government Relations Strategy and Plans.

4. Termination of the Meeting

There being no further business, **ON MOTION**, duly made, seconded and carried, be it **RESOLVED** that the meeting be terminated at 12:00 noon.

Chair

Secretary of the Meeting