

The Committee met on November 29 in a duly constituted meeting and approved the approved the Integrated Communications, Public Engagement and Government Relations Plan for 2018-19 (which commences in April 2018). This was a follow up to a meeting on November 20 of the Committee at which quorum was not reached. At that meeting a full discussion was had including a review of the objectives for the next fiscal year, themes and storylines, audiences, and public engagement/government relations strategies and priorities. Also reviewed were the activities/performance of the communications and government relations functions for the first eight months (Apr-Nov '17) of the 2017-18 fiscal year.

The final element discussed at both meetings was the 2018-19 budget for the communications and government relations functions. The total budgeted expenditures for 2018-'19 are unchanged from the \$580,000 expenditure budgeted for 2017-18. Discussion ensued as to whether the budget needed to be increased for 2018-19 in view of the new communications initiatives and challenges facing the corporation. Management advised that the “all-in” costs of communications and government relations activities for the coming year will actually be closer to \$630,000 (the actual costs incurred in the 2015-'16 fiscal year), and anticipated that some portion of that expenditure relating to the Quayside initiative will be shared by Sidewalk Labs.

It was therefore agreed that the 2018-19 budget should be amended to reflect the anticipated full costs (approximately \$630,000), with a note reflecting that some portion of the total will likely be offset by a Sidewalk contribution for Quayside specific activities, which will reduce the Waterfront Toronto share to the \$580,000 range. There is no impact on the Corporate Budget as the Corporate Budget rounds numbers up so that the original communications/government relations budget of \$580 is rounded up to \$0.6M and the proposed increase to \$630K rounds down to \$0.6M.

Management will be preparing the implementation plan for the approved 2018-19 Integrated Communications, Public Engagement and Government Relations Plan. In the interim, Management was also asked to prepare a summary government relations overview for discussion at the Board.