

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 Tuesday, October 14, 2014 at 2:30 p.m., local time.

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

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, Andrew Hilton, Director of Communications and Marketing, Kristina Verner, Director of Intelligent Communities and Chris McKinnon, Digital and Social Media Manager.

The Chair, Ross McGregor, took the chair and with the consent of the Committee Members, appointed Ann Landry 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. Minutes

The minutes of the March 26, 2014, April 10, 2014 and July 29, 2014 meetings of the Communications and Marketing Committee were tabled, and **ON MOTION** duly made, seconded and carried, it was **RESOLVED** that the minutes of the Communications and Marketing Committee meetings held on March 26, 2014, April 10, 2014 and July 29, 2014 be and are hereby approved.

2. Waterfront Toronto 2.0 ("WT 2.0") Review

Marisa Piattelli provided a review of Waterfront Toronto 2.0 in the context of the current political environment. She advised that there is some traction with the federal government and the City on flood protection and the EBF LRT, however the province also had other priorities at the present time.

A discussion ensued regarding Waterfront Toronto 2.0 and ways in which to engage the province in the flood protection and EBF LRT projects. It was agreed that Management would continue discussions with the province on these issues.

The Committee asked that Management create a "Why Now" fact sheet that includes four or five bullets on the rationale for the timing of the flood protection project.

3. Social Media – Performance Update

Chris McKinnon provided the Committee with a social media performance update and responded to questions from the Committee. He advised that annual targets and comparators will be created early in the new year and will be tabled at the next Committee meeting.

4. Intelligent Community Marketing Update

Kristina Verner provided the Committee with an update on marketing activities highlighting the following:

- Overview of timeline of activities;
- Communications partners and audiences;
- Intelligent Community of the Year (“ICY”) Award – communications objectives;
- ICY primary tactics, including earned media, social and digital media, partner opportunities, and engagement opportunities; and
- A summary of other Intelligent Community activities providing communications opportunities.

It was suggested by the Committee that Management look at branding for the Innovation Centre that differentiates it from a DMZ or a MaRS Discovery District. If the suggested “Collaboration Centre” is to be used, then we should be announcing a cluster of tenants as opposed to an anchor tenant.

It was agreed that the Intelligent Community initiative requires a champion at City Hall and hosting the 2015 Intelligent Community Forum Summit could potentially provide an opportunity to engage the right person. Management was asked to create a “one-pager” detailing what Waterfront Toronto would need from the City and how the City would benefit from this endeavour.

5. 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 4:00 p.m. local time, to be momentarily reconvened as an in-camera meeting.

In Camera Session

4:00 p.m.

6. Confidential Matters

The following confidential matters were tabled and discussed:

- Strategic Discussion regarding Waterfront Toronto 2.0
- 2015/16 Communications and Marketing Budget
- Queens Quay Information Request

7. 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 4:30 p.m.

Chair

Secretary of the Meeting