

Item 3

MINUTES of a meeting of the Public 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 Friday, November 20, 2015 at 9:00 a.m., local time.

PRESENT: Ross McGregor, Chair
 David Johnson
 Gary Wright
 Mark Wilson

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 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. Review Results of 2015/16 Public and Government Engagement Plan

Marisa Piattelli presented the results of the 2015/16 Public and Government Engagement Plan highlighting the following:

- Objectives, including support for the completion of waterfront revitalization, implementation of WT 2.0, and securing revenues from land sales;
- Strategies, including the creation of a critical path of threats and opportunities, preparing for and preempting criticism, sustaining momentum, and maintaining relationships with influencers and decision makers;
- Audiences including those hyper engaged and less engaged as well as political decision makers; and
- Tactics - leverage all upcoming milestones, look for high profile speaking opportunities for CEO, create a speaker series focusing on broader themes, and continue to create content for #Tothewaterfront campaign.

Discussion ensued and Ms. Piattelli responded to questions from the Committee.

Andrew Hilton provided a matrix of Waterfront Toronto's critical path to the City of Toronto's 2.0 Review. The matrix spanned January to December, 2015 and highlighted those opportunities identified by Management as well as the activities/events that were executed.

The Committee encouraged Management to continue the “face-to-face” strategy as it results in the public’s trust in Waterfront Toronto that cannot be matched through social media.

Andrew Hilton also provided the Committee with an overview of Waterfront Toronto’s social media outreach and the results thereof, including key performance indicators, Facebook audience growth and reach, as well as Twitter audience growth, mentions and retweets.

2. Strategic Overview of 2016/17 Public Engagement Plan

Marisa Piattelli provided the Committee with an overview of the 2016/17 Public Engagement Plan including:

- Objectives;
- Communications goals and themes;
- Communications themes and storylines;
- Strategies;
- Audiences;
- Tactics, including a 6 month outreach program and programming the waterfront;
- Possible upcoming announcements;

Discussion ensued and Ms. Piattelli responded to questions and noted suggestions from the Committee.

Adjournment of the Public Session

In accordance with Section 190 of the City of Toronto Act and By-Law No. 2 of the Corporation, a closed session matter was to be considered. The Chair indicated to members of the public present that it was in order for them to depart from the meeting. Members of the public then left the meeting. The meeting was then adjourned at 10:20 a.m. to be momentarily reconvened as a closed meeting.

Closed Session

10:20 a.m.

3. Strategic Overview of 2016/17 Government Engagement Plan *(By Law No. 2, 6.1.1(a) - “The security of the property of the Corporation”*

Marisa Piattelli provided a confidential report regarding the 2016/17 Government Engagement Plan and received input and advice from the Committee.

Adjournment of the Closed Session

In accordance with Section 190 of the City of Toronto Act, By-Law No. 2 of the Corporation, and the closed session discussion having been completed, the Chair indicated that it was now in order for Management and members of the public to return to the meeting. Management and members of the public then returned to the meeting. The meeting was then adjourned at 9:30 a.m. to be momentarily reconvened as a public meeting.

Public Session

10:40 a.m.

4. Public and Government Engagement 2015/16 Budget

Ms. Piattelli tabled the Public and Government Engagement 2015/16 Budget for discussion and approval. She tabled year-over-year comparisons from 2010 and responded to questions from the Committee. The Committee expressed concern that the overall budget number is high given that in past years, the budget was underspent. The Committee suggested that Management narrow the gap between the original budget of \$745,000 and 2015/16 forecast costs of \$622,000 given that actual costs to September 30, 2015 (six months into the year) were only \$277,000. It was agreed that Management would review and adjust the budget and table it at the Finance, Audit and Risk Management Committee meeting on November 26, 2015.

5. Philanthropy Update

This item was deferred to the next meeting of the Committee.

6. 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 11:00 a.m.

Chair

Secretary of the Meeting