

MINUTES of the public portion of a meeting of the Communications and Marketing 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 Wednesday, December 17, 2008 at 3:00 p.m., local time.

PRESENT: Bill Charnetski, Chair
 Renato Discenza
 David Johnson
 Ross McGregor

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, Chief Executive Officer; Marisa Piattelli, V.P. Government Relations, Communications and Strategic Initiatives; Michelle Noble, Director, Communications and Marketing; and Margaret Goodfellow, Planning Project Manager.

Also in attendance were Jeannette Hanna, Dean Martin and Candace Turner of Cundari SFP and Hugh Wakeham and Lorraine Patterson of Wakeham & Associates Marketing Inc.

The Chair, Bill Charnetski, took the chair and with the consent of the Committee Members, appointed Ann Marie 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 public portion of the August 29, 2008 meeting of the Communications and Marketing Committee were tabled, and **ON MOTION** duly made, seconded and carried, it was **RESOLVED** that the minutes of the public portion of the Communications and Marketing Committee meeting held on August 29, 2008 be and are hereby approved.

2. Creative Concept for Vision Brochure

Marisa Piattelli provided a brief summary of the scope of work for which Cundari SFP ("Cundari") was engaged highlighting the following:

- to date the Corporation has not had a vision brochure;
- the brochure must be relevant for the broad stakeholder and public audience Waterfront Toronto wishes to engage;
- the Corporation's 2 year old brand must be leveraged; and

- focus should be on the differentiators – where the Corporation and its approach are unique.

Ms. Piattelli advised that this was the context within which Cundari was asked to develop their work.

Cundari presented their draft concept for the brochure highlighting the following core principles/themes:

- Connected
- Wired
- Sustainable
- Extraordinary
- Talented
- Growth

The following concerns, comments and suggestions were tabled by the Committee members:

- The target audience is unclear. The brochure may be too sophisticated for the average person and seems to cater to a very small audience.
- “Wired” is a misleading and outdated term given that leading technology promotes untethered, mobile and wireless service.
- Sustainability is very important and there should be more focus on the unseen accomplishments like soil remediation and LEED for neighbourhood development;
- The brochure should be a broad foundation document that:
 - is emotional, inspirational and real;
 - showcases the accessibility to the waterfront;
 - uses images rather than words to highlight the Corporation’s vision;
 - gives credibility to the vision;
 - identifies the projects in relation to their location within the Toronto area so that people can relate to it; and
 - is an uncomplicated comprehensive document that will inspire a broad audience.

The Committee members thanked Cundari for their presentation and the work done to date.

Given the late hour, it was agreed that in order to ensure a fulsome discussion on the in-camera agenda item, the item be deferred to the next meeting in the New Year. The Cundari team and the Wakeham team then left the meeting.

3. Conclusion of the Public Portion of the Meeting

There being no further business other than matters to be considered in-camera, the Chairman indicated that in-camera matters were then to be considered. The meeting then continued as an in-camera meeting.

Chair

Secretary to the Meeting