

**THE WATERFRONT BIA
ANNUAL GENERAL MEETING
NOVEMBER 25, 2010**

****A copy of the complete AGM presentation is available on our website**
www.waterfrontbia.com**

OPENING REMARKS

Kevin Currie, Chairman, Board of Directors opened the 6th AGM Meeting of The Waterfront Business Improvement Area. Kevin referred to the Board Members who have worked through the challenging first years of The Waterfront BIA, some of who are still actively involved today and asked those present to stand to be recognized.

Special Guests:

- David Hessels, Economic Development, City of Toronto
- John Kiru, Executive Director, TABIA (The Toronto Association of Business Improvement Areas)
- Rafiq Dosani, Auditor

KEVIN CURRIE ASKED FOR A MOTION TO APPROVE MINUTES OF THE BOARD OF DIRECTORS MEETING HELD ON NOVEMBER 17, 2009 DISTRIBUTED ELECTRONICALLY TO THE BOARD OF DIRECTORS FOR COMMENT AND POSTED TO THE WEBSITE IN DECEMBER 2009

MOTION TO APPROVE: ROSIE MIDDLETON, Briarlane Property Management

SECONDED: CHRISTINA MEDEIROS, Maple Leaf Quay

APPROVED: MAJORITY MEMBERS VOTED BY RAISING VOTING CARDS

OPPOSED: NONE

CARRIED



Kevin invited Carol Jolly, Waterfront BIA Executive Director to give a Staff Update.

CAROL JOLLY STAFF UPDATE - THE WATERFRONT BIA

Carol began with a thank you to the current Board of Management for their commitment to public service and to participating in the shared leadership of The Waterfront BIA.

Carol Jolly introduced the two permanent members of the Waterfront BIA office... herself as Executive Director and Lynn Haderlein as Executive Assistant. Carol thanked the Board and her assistant for their ongoing support.

The Mission Statement of The Waterfront BIA was read to the meeting.

2010 Summary

Redpath Toronto Waterfront Festival – June 30-July 4, 2010

Carol introduced Krista Slack, Producer and Lea Parrell, Corporate and Sponsorship sales and thanked them for their contribution. Carol proceeded to outline the topline details relating to the Festival's impact. The Festival also won 2 American Sail Training Association (ASTA) Awards, Best New Port and Best Economic Impact of the Year.

Several slides were displayed with images of the RTWF along with important statistics gathered through surveys taken throughout the event as well as the various special events and exhibits along the Waterfront and the Parade of Sail at Ontario Place. There were also images of the various sponsors and exhibitors as well as hydro pole banners, Toronto Star ads and TTC subway posters.

Carol reviewed the other high points of 2010:

- **The Waterfront BIA Permanent Office Space** established in January on the retail level at the Queens Quay Terminal building.
- **Area Planning Committee** and interaction with Waterfront Toronto and City staff.
- **Waterfront Experience "WE" Card** launched at Redpath Toronto Waterfront Festival with 10,000 FREE cards distributed. This volunteer driven program has established over 40 participating members to date, currently being updated for 2011 and expanded through the efforts of Janice Smart our volunteer from the neighbourhood spearheading this effort. Carol asked Janice to stand and thanked her for her assistance in this effort as well as being part of the organizational team for tonight's AGM.
- **Website Traffic** showed the number of visitors has increased by 56% and number of page views by 115%.
- **Cavalcade of Lights** all the existing holiday lighting in storage since 2008 has been repaired and installed and is lighting up the Waterfront at the Music Garden, the Fire Hall, the Westin Harbour Castle as well as the fully restored and enhanced Tall Ship at the Amsterdam Bridge using super bright LED lights.

- **Four Signature Events in 2010** including Family Day (February), Victoria Day (May), Redpath Toronto Waterfront Festival and Winterfest featuring the Santa Cruise (December).
- **Board of Directors Blue Sky Retreat** – Carol reviewed the topline issues discussed at the Board retreat in September which included the Board, staff and business leaders from the community facilitated by Susan Gregory of McGrercy Consultants and complete with a SWOT analysis identifying the 5 topics in the “Success in 3 years Time” exercise. This study and results are on file at the BIA office.

2011 Plan

Carol reviewed the 2011 Proposed Plan:

- 2nd Annual Open House to be held at the BIA office in late January, 2011
- Cavalcade of Lights further enhancements
- Signature Seasonal Events – Nancy Gavin was thanked for Redpath’s commitment as Presenting Sponsor for all four 2011 events
- Waterfront Experience “WE” card expansion
- BIA expansion West to Stadium Road and East to Parliament
- Expansion Steering Committee – to be developed
- Area Planning Committee -- ongoing
- Event Committee – to be developed
- Waterfront Bus Shuttle
- Administration – additional staff required
- Establishment of Reserve Fund

Carol asked Kevin Currie, Chairman of the Board, to report on the Area Planning Committee

KEVIN CURRIE AREA PLANNING COMMITTEE REPORT

Kevin acknowledged Pina Mallozzi of Waterfront Toronto who sits on our Area Planning Committee. The BIA also sits on various Waterfront Toronto working groups and committees along with representatives from local businesses & residents. We continue to monitor the ongoing revitalization of the Queens Quay promenade with primary focus on the Central Waterfront (Yonge to Spadina corridor).

Core issues are the bus management and curbside management. Timelines are critical.

Challenges include construction management and ongoing issue with Robertson access.

AUDITORS REPORT

Kevin reviewed Auditors Report and Financial Statements at December 31, 2009 which were distributed electronically with copies provided at this AGM meeting. Kevin asked if there were any questions. There were none.

KEVIN CURRIE ASKED FOR A MOTION TO APPROVE THE DECEMBER 31, 2009 AUDITORS REPORT AND FINANCIAL STATEMENTS.

MOTION TO APPROVE: HELDER MELO, Harbourfront Centre
SECONDED: DERMOT MCKEOWN, Radisson Admiral Hotel

APPROVED: MAJORITY MEMBERS VOTED BY RAISING VOTING CARDS

OPPOSED: NONE

CARRIED

KEVIN CURRIE ASKED FOR A MOTION TO APPROVE RAFIQ DOSANI AS AUDITOR FOR THE YEAR 2011

MOTION TO APPROVE: CHRISTINA MEDEIDROS, Maple Leaf Quay
SECONDED: ROSIE MIDDLETON, Briarlane Management

APPROVED: MAJORITY OF MEMBERS VOTED BY RAISING VOTING CARDS

OPPOSED: NONE

CARRIED

PROPOSED 2011 BUDGET SUMMARY

Kevin Currie reviewed the budget summary as presented on screen and also available at the meeting.

KEVIN CURRIE ASKED FOR A MOTION TO APPROVE THE WATERFRONT BIA 2011 BUDGET AS PRESENTED.

MOTION TO APPROVE: BLAIR KEETCH, PawsWay Pet Discovery Centre

SECONDED: ROSIE MIDDLETON, Briarlane Management

APPROVED: MAJORITY MEMBERS VOTED BY RAISING VOTING CARDS

OPPOSED: NONE

CARRIED

PROCEDURAL BY-LAW

Kevin Currie advised that the new procedural by-laws for The Waterfront BIA had been vetted by various Board members as well as David Hessels our BIA advisor from the City of Toronto.

KEVIN CURRIE ASKED FOR A MOTION TO APPROVE THE WATERFRONT BIA PROCEDURAL BY-LAWS.

MOTION TO APPROVE: CHRISTINE WHITE, Oxford Properties

SECONDED: CHRISTINA MEDEIROS, Maple Leaf Quay

APPROVED: MAJORITY MEMBERS VOTED BY RAISING VOTING CARDS

OPPOSED: NONE

CARRIED

Kevin Currie asked David Hessels, BIA Advisor, City of Toronto , to conduct the process of the Election of Board of Management for 2011 to 2014

ELECTION OF BOARD OF MANAGEMENT 2011 TO 2014 – DAVID HESSELS

David opened the floor to any nominations from the floor. There were none.

David then presented the list of Nominees displayed on the screen which Carol read to the attendees:

Blair Keetch, PawsWay, Pet Discovery Centre
Christina Medeiros, Maple Leaf Quay
Cindi Vanden Heuvel, Mariposa Cruises
Craig Somers, CitySightseeing Toronto
Dermot McKeown, Radisson Admiral Hotel
Helder Melo, Harbourfront Centre
Kevin Currie, Wheel Excitement
Nancy Gavin, Redpath Sugar
Robert Zeidler, Brookfield Properties
Rosie Middleton, Briarlane Property Management
Shey Clark, Great Lakes Schooner

DAVID HESSELS ASKED FOR A MOTION TO APPROVE THE WATERFRONT BIA BOARD OF MANAGEMENT AS PRESENTED FOR THE TERM 2011 TO 2014.

MOTION TO APPROVE: CHRISTINE WHITE, Oxford Properties

SECONDED: DERMOT MCKEOWN, Radisson Admiral Hotel

APPROVED: MAJORITY MEMBERS VOTED BY RAISING VOTING CARDS

OPPOSED: NONE

CARRIED

OTHER BUSINESS

There being no further business, the meeting was adjourned.

Kevin Currie thanked the members and guests for their attendance and invited the meeting to join the Board for refreshments.