

Item No. 1

MINUTES
THE BOARD OF GOVERNORS OF EXHIBITION PLACE
Allstream Centre – Room 201-C – Exhibition Place
Friday, November 7, 2014

The Board of Governors of Exhibition Place met in Allstream Centre – Room 201-C – Exhibition Place on Friday, November 7, 2014 at 8:30 a.m.

PRESENT: Mark Grimes, Chair
Wayne Copeland, Connie Dejak, Michael Layton, Gloria Lindsay Luby,
Hugh Mansfield, Gord Perks

APOLOGIES: Giorgio Mammoliti

STAFF: Fatima Scagnol, Corporate Secretary
Alison Fowles, Solicitor, City Legal
Arlene Campbell, General Manager/Sales & Event Management
Mark Goss, General Manager/Operations
Jeff Gay, Director, Event Management Services
Frank Martindale, Director, Operations
Laura Purdy, Director, Sales & Marketing
Jennifer Foster, AA to General Manager, Sales & Event Management

GUESTS:

SMG	Bob McClintock, Senior Vice-President, Convention Centers
Entro Communications	Aleks Bozovic, Project Director
Canadian Boat Shows	Linda Waddell, President
Informa Canada	Patti Stewart, Vice-President

Mark Grimes presided and Fatima Scagnol acted as Secretary to the meeting. The meeting was called to order at 8:35 a.m.

The Chair noted the following for the Board's information.

1. A Member Motion was distributed and will be dealt with as the first item on the agenda.
2. Linda Waddell – Canadian Boat Shows Inc. and Patti Stewart – Informa Canada have asked to address the Board at the conclusion of the agenda on matters relating to Exhibition Place's six largest clients, wherein the group has a number of concerns in common.

The group has started to meet with Dianne Young and Arlene Campbell on a semi-regular basis, however the group feels it may also be important and helpful if the Board hears directly about their concerns.

Before proceeding with the regular business of the meeting, the Chair requested members to indicate the report on the public agenda wherein they have an interest, together with the nature of the interest. No interests were declared.

Member Motion

(a) CONGRATULATIONS MOTION – JEFF GAY

Upon the question of the adoption of the Congratulations Motion with respect to Jeff Gay, who is retiring at the end of February 2015, and his many years of excellent service and dedication to Exhibition Place, it was unanimously **ACKNOWLEDGED**.

1. MINUTES OF PREVIOUS MEETING

On motion duly made by Gord Perks, seconded and **CARRIED**, it was **RESOLVED** that the Minutes of Meeting of the Board of Governors held on Wednesday, September 10, 2014, be **VERIFIED**, in the form distributed to the members.

CONSIDERATION OF REPORTS

The Chair proposed that the Board proceed through the reports on the agenda with members indicating those reports, by number, on which they wish to speak. The Board then proceeded with the adoption of the remaining reports and then gave consideration to those reports held for discussion at the request of the members, not necessarily in the order that they appear on the agenda. The Board concurred with the following.

2. CITY LOAN AGREEMENT – RETROFIT OF LIGHTING IN DIRECT ENERGY CENTRE

Upon the question of the adoption of Report No. 2 dated October 22, 2014 from the Chief Executive Officer with respect to the City Loan Agreement for the Retrofit of Lighting in Direct Energy Centre, it was **APPROVED**.

3. AGREEMENT WITH GREEN SAVOREE TORONTO ULC FOR HONDA INDY

Upon the question of the adoption of Report No. 4 dated October 22, 2014, and the Confidential Attachment 1 to subject report, from the Chief Executive Officer with respect to the Agreement with Green Savoree Toronto ULC for Honda Indy, it was **APPROVED**.

4. WRITE-OFF OF UNCOLLECTIBLE RECEIVABLES

Upon the question of the adoption of Report No. 5 dated October 27, 2014, and the Confidential Attachment 1 to subject report, from the Chief Executive Officer with respect to the Write-Off of Uncollectible Receivables, it was **APPROVED**.

5. EXTENSION OF AGREEMENT WITH ENERSHIFT – DEMAND RESPONSE 3

Upon the question of the adoption of Report No. 6 dated October 27, 2014, and the Confidential Attachment 1 to subject report, from the Chief Executive Officer with respect to the Extension of Agreement with Enershift – Demand Response 3, it was **APPROVED**.

6. AGREEMENT WITH SMG CANADA ULC

Upon the question of the adoption of Report No. 7 dated October 30, 2014, and the Confidential Attachment 1 to subject report, from the Chief Executive Officer with respect to the Agreement with SMG Canada ULC, it was **APPROVED**.

7. BUSINESS TRAVEL – NEW PMP SOFTWARE TRAINING

Upon the question of the adoption of Report No. 8 dated October 28, 2014 from the Chief Executive Officer with respect to the Business Travel – New PMP Software Training, it was **APPROVED**.

8. ASSIGNMENT OF AGREEMENT WITH DIRECT ENERGY MARKETING LIMITED

Upon the question of the adoption of Report No. 9 dated October 31, 2014, and the Confidential Attachment 1 to subject report, from the Chief Executive Officer with respect to the Assignment of Agreement with Direct Energy Marketing Limited, it was **APPROVED**.

The Chair proposed that the Board given consideration to the report held of discussion at the request of the members.

9. EXHIBITION PLACE EXTERIOR WAY FINDING

The Board entered into a brief question/response session wherein the following was noted.

On a question from Michael Layton with respect to the way finding listing all parking lots, Arlene Campbell responded that the signage wording could be both scripted messages and also a programmable message for the parking lots.

On a question from Michael Layton with respect to way finding including Ontario Place and Liberty Village, Arlene Campbell responded that onsite way finding signage has the option to direct patrons to Ontario Place and Liberty Village where appropriate.

On a question from Michael Layton with respect to the way finding indicating the number of parking spots available, Arlene Campbell responded that this could be a future enhancement to the programmable messages.

On a question from Michael Layton with respect to the way finding indicating bicycle parking, Arlene Campbell responded that this could be programmed.

The Chair introduced Aleks Bozovic, Project Director of Entro Communications, who provided a brief overview of the way finding program and how programmable it can be as it relates to photos, signs, events, etc.

On a question from Michael Layton with respect to what the enclosures are made of, Aleks Bozovic responded they are made of aluminum.

On a question from Connie Dejak with respect to parking and a master plan from the City of Toronto and parking within the local neighbourhoods, Arlene Campbell responded that staff are in discussions with the Toronto Parking Authority.

Connie Dejak suggested that the way finding should be noting when parking lots are full and where the overflow parking is available.

On a question from Wayne Copeland with respect to the way finding program and Exhibition Place clients participating, Arlene Campbell responded that two major clients have provided feedback on the packages that the Board was reviewing. The intent is that all of the major client feedback will be received in the next few weeks, either by way of a facilitated meeting with Entro or through email.

Gloria Lindsay Luby noted that the Board should not lose site of the fact that the public visiting Exhibition Place will often arrive by car given they buy products at events and would rather put these items in their cars versus carrying bags on public transit.

On motion duly made by Michael Layton, seconded and **CARRIED**, it was **RESOLVED** that Report No. 3 dated October 31, 2014 from the Chief Executive Officer with respect to the Exhibition Place Exterior Way Finding Program, be received for **INFORMATION**.

10. EXHIBITION PLACE – MAJOR CLIENTS

The Chair introduced Patti Stewart, Vice-President of Informa Canada who provided the following presentation.

Ms. Stewart spoke on behalf of the six major clients of Exhibition Place, namely, the Boat Show, CNEA, Home Show, Indy, RAWF, and One-of-a-Kind. The group has concerns related to the following:

- Communication
- Parking and Construction
- Access and Egress
- Scheduling more than one event on the grounds when one of these client's events is taking place – i.e. the scheduling of a TFC soccer game
- TTC and GO Transit
- Way Finding
- Rising Costs

Representatives of the six major clients have voiced their concerns to staff and have not seen any solutions and will now attend Board meeting to speak to the Board until they start to see improvement and better communications in these areas.

On a question from Connie Dejak with respect to why MLSE are not included in this group of six clients, Patti Stewart responded that, on behalf of the group, she has met with MLSE (Tim Leiweke) and it has been very difficult in receiving responses and no real follow-up, and has received no return phone calls from Bob Hunter.

To provide the Board with some insight Patti Stewart noted that during the One-of-a-Kind event in 2013, there were 4 scheduled Marlies games which caused issues for attendees to event related to traffic congestion and parking.

Linda Waddell joined the meeting and in response to Connie Dejak's question with respect to why MLSE are not part of the group of six, Ms. Waddell indicated that MLSE have events year-round and the group of six represent one-time yearly event.

Connie Dejak noted that it appears the group of six are seeking different terms within their agreements.

Wayne Copeland noted that all tenants and events should be included in this group.

Patti Stewart noted that Bob Hunter was at the group's last meeting to speak to the Way Finding signage proposal but at that meeting did indicate he would attempt to have the game times for the Marlies changed.

Connie Dejak noted that the concerns of the group of six appear one-sided given that MLSE are not included.

On a question from Michael Layton with respect to the group of six being interested in more transit to Exhibition Place on certain event dates, Patti Stewart responded that the group of six have asked for a better transit plan.

On a question from Michael Layton with respect to the group of six being opened to paying costs for additional transit, there was no response.

Michael Layton noted that if the group of six are a profit making group, then there shouldn't be any concern to pay for additional transit.

In response to Michael Layton's suggestion of the group of six paying for additional transit during their event, Linda Waddell noted the events are 10 days, costs to the client and their exhibitors has risen, and then to add an additional cost for transit would be a concern.

On a question from Gloria Lindsay Luby with respect to costs versus revenues, Patti Stewart responded that Informa has moved an event from Exhibition Place to another venue, however, both the Boat Show and One-of-a-Kind are massive and there is no other venue, other than Exhibition Place, that can host these events.

On question from Connie Dejak with respect to Exhibition Place having knowledge about revenues earned by these events, Arlene Campbell responded that Exhibition Place is not privileged to this information. Connie also asked the deputants if they would be willing to disclose their financial results to the Board if they were seeking relief. Connie also then commented that the other major clients were subsidized by the City already, the CNEA, RAWF and Honda Indy and asked Arlene Campbell if the CNEA rent was subsidized. Arlene responded that event services were delivered at cost, with no recovery of overhead.

Connie Dejak noted that she, and believes other members as well, would prefer to have all information related to event costs/event revenues to enable the Board to have a better understanding and to agree that the group of six have valid concerns. She further added that staff should form a committee and include all tenants and event managers to discuss concerns and getting rid of confrontation.

Gloria Lindsay Luby noted the she personally has experienced traffic and parking concerns on the grounds, but has seen improvement.

Linda Waddell noted that other event organizers were invited to initial meetings of the group of six to voice any concerns, but none attended.

Gord Perks noted that all be given an equal voice when the Staff Committee holds its first meeting.

The Board agreed that Arlene Campbell report back to the next meeting of the Board on the Staff Committee and the general meeting with tenants and clients.

11. DATE OF NEXT MEETING

The next regular meeting of the Board is scheduled to be held on **Monday, December 1, 2014 at 8:30 a.m.**

12. RESOLUTION RE ABSENTEEISM

On motion duly made by Hugh Mansfield, seconded and **CARRIED**, it was **RESOLVED** that Giorgio Mammoliti having notified the Corporate Secretary of his unavailability to attend this meeting of the Board, be **EXCUSED**.

ADJOURNMENT

There being no further business, the Chair adjourned the meeting at 9:30 a.m.

(Copies of the communications, reports and other documents referred to in the minutes of this meeting have been distributed to the members and copies thereof inserted as schedules to the official minutes of the proceedings of this meeting of the Board.)

Corporate Secretary

Chair

VERIFIED at a meeting of the Board of Governors of Exhibition Place held on the _____ day of _____, 2014.

Chair