



MARKHAM LIVE COMMITTEE

Monday, May 2, 2011 – 3:00 pm
Canada Room

MINUTES

<p><u>Attendance:</u></p> <p><u>Members:</u> Regional Councillor Jim Jones – Chair Regional Councillor Joe Li Councillor Howard Shore Councillor Carolina Moretti Councillor Colin Campbell Councillor Alan Ho Councillor Alex Chiu</p> <p><u>Regrets:</u> Mayor Frank Scarpitti (ex-officio) Deputy Mayor Jack Heath (ex-officio) Councillor Don Hamilton Councillor Logan Kanapathi</p>	<p><u>Staff:</u> Jim Baird, Commissioner of Development Services Brenda Librecz, Commissioner of Community Services Andy Taylor, Commissioner of Corporate Services Catherine Conrad, Town Solicitor Joel Lustig, Treasurer Kitty Bavington, Council/Committee Coordinator</p>
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The Markham Live Committee meeting convened at 3:10 pm with Regional Councillor Jim Jones as Chair.

Disclosure of Pecuniary Interest - None Declared

1. Minutes of Markham Live Committee – April 18, 2011

Moved by: Councillor Alex Chiu
Seconded by: Councillor Alan Ho

That the minutes of the April 18, 2011 Markham Live Committee meeting be adopted.

CARRIED

2. Sponsorship Assessment/Revenue Analysis Lang Marketing Network

David Matys of Lang Marketing Network gave a presentation of the Sponsorship Assessment and Revenue Analysis. For the purpose of marketing, the Consultants have assumed everything in the building is for sale, and assumed that MISTA is a stand-alone property. A range of potential revenues was provided. Mr. Matys outlined the approach to valuing sponsorship potential and key considerations and challenges.

A recommended sponsorship structure was presented. Sponsorships could be monetary or in-kind. The analysis summary estimates a 20-year term total revenue of \$28,800,000. Comparisons were made to similar venues across Canada, using annual attendance, highway exposure and market size as some of the comparables.

MISTA's biggest strengths are its projected traffic/attendance numbers, the diversity of its appeal across multiple sports and entertainment audiences, and its high visibility on the 407 corridor, as well as the cultural diversity of the area that is attractive to corporate sponsors that seek the significant growth market of the immigrant/ethnic population. The positioning of MISTA as an elite "International" Amateur Sport Training Centre significantly enhances its brand value and appeal. MISTA's weaknesses involve the areas of market reach, television broadcast exposure and national media coverage, and Markham's smaller population compared to centres such as the City of Calgary.

The Committee questioned if capital costs (i.e. signage) are borne by the Town or the sponsor.

Moved by: Councillor Alex Chiu
Seconded by: Councillor Howard Shore

That the presentation by David Matys of Lang Marketing Network gave a presentation of the Sponsorship Assessment and Revenue Analysis.

CARRIED

3. Construction Costs

Deferred to next meeting.

4. Trip to China

A draft itinerary was presented, including tentative participants, from June 27 to July 15, 2011. If a budget is not available, the members will pay their own way.

Moved by: Regional Councillor Joe Li
Seconded by: Councillor Howard Shore

That the draft itinerary for the trip to China be received.

CARRIED

5. Investor Opportunity

The Chair gave a brief update on investor opportunities, issues, and time frames.

Staff were requested to provide a time frame for any Town initiatives connected to this project, such as the completion of the Precinct Plan.

6. Operating Costs – Richmond Oval

The Chair recommended a visit to the Richmond Oval, a very successful venture that would provide a great example for the Markham project. Two members and/or staff would participate. Dates and funding will be determined at a future meeting.

Moved by: Councillor Colin Campbell
Seconded by: Councillor Alan Ho

That the Markham Live Committee endorses two people (members or staff) to visit the Richmond Oval.

CARRIED

7. Next Meeting

The next meeting is Monday, May 16, 2011 at 4:00 p.m. in the Canada Room.

Adjournment

The Markham Live Committee meeting adjourned at 4:00 p.m.