



MARKHAM LIVE

Markham International Sports Training Academy (MISTA) MARKHAM

Monday, February 28, 2011 – 4:00 pm
Mayor's Boardroom

MINUTES

<p><u>Attendance:</u></p> <p><u>Members:</u> Mayor Frank Scarpitti Regional Councillor Jim Jones – Chair Councillor Howard Shore Councillor Colin Campbell Councillor Alan Ho Councillor Alex Chiu</p> <p><u>Absent:</u> Deputy Mayor Jack Heath Councillor Don Hamilton Councillor Carolina Moretti</p>	<p><u>Staff:</u> John Livey, Chief Administrative Officer Jim Baird, Commissioner of Development Services Brenda Librecz, Commissioner of Community Services Andy Taylor, Commissioner of Corporate Services Catherine Conrad, Town Solicitor Ralph Capocci, Mayor's Chief of Staff Kitty Bavington, Council/Committee Coordinator</p> <p><u>Guests:</u> David Jansen of Adamson Associates Architects Michael Morrissey of Morrissey Consulting</p>
---	--

The Markham Live Committee meeting convened at 4:20 pm with Regional Councillor Jim Jones as Chair.

Disclosure of Pecuniary Interest - None Declared

1. Minutes of Markham Live Committee – February 22, 2011

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

The that the minutes of the February 22, 2011 Markham Live Committee meeting be adopted.

CARRIED

2. Status of Proposal

Regional Councillor Jim Jones provided an update on the project, advising that resolutions of the Markham Live Committee requesting funding for preliminary work, will be presented to Development Services Committee on March 1, 2011 and then forwarded to Council the same evening for endorsement.

3. Registration

The Town Solicitor is working on securing domain names for MISTA, for the Brand and the Corporation. The websites 'MISTA.ca' and 'MISTA.com' appear to be taken and alternates will be found, as well as addresses for Twitter, Facebook, and Youtube.

4. Markham Transit Centre Program and Feasibility Study

The Committee received correspondence from Adamson Associates Architects dated February 28, 2011, regarding the Markham Transit Centre Program and Feasibility Study.

David Jansen of Adamson Associates Architects and Michael Morrissey of Morrissey Consulting were in attendance to review the project scope. Mr. Jansen outlined the main 30-acre area of the project and discussed the Transit Station Hub, arena, Arts & Entertainment building, and commercial, retail and parking components. He discussed the interconnections to Highway 407, Viva and Metrolinx, the access design, and surrounding residential uses.

The criteria for the feasibility study and the preparation of the investor's package, were discussed. It was emphasised that partners in the project must be consulted prior to going further with the studies, to confirm the study strategy and avoid duplication. The Mayor's office will organize meetings in this regard.

5. Other Business

The Committee received:

- a) Memorandum from Chris Lang of Lang Marketing Network, dated February 23, 2011 regarding an outline of services for the MISTA revenue analysis and strategy development proposal;
- b) Correspondence from Paul C. Seaman of Clear Channel Outdoor, dated February 21, 2011, regarding media/advertising consulting services for MISTA.

6. Next Meeting – Monday, March 7, 2011 at 4:00 p.m.

Adjournment

The Markham Live Committee meeting adjourned at 4:50 p.m.