



MARKHAM LIVE

Markham International Sports Training Academy (MISTA) MARKHAM

Monday, March 7, 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 Don Hamilton Councillor Colin Campbell Councillor Alan Ho Councillor Alex Chiu</p> <p><u>Absent:</u> Deputy Mayor Jack Heath Councillor Carolina Moretti</p>	<p><u>Staff:</u> John Livey, Chief Administrative Officer Jim Baird, Commissioner of Development Services Catherine Conrad, Town Solicitor Kitty Bavington, Council/Committee Coordinator</p> <p><u>Guests:</u> Chris Lang, Lang Marketing Network</p>
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The Markham Live Committee meeting convened at 4:15 pm with Regional Councillor Jim Jones as Chair.

Disclosure of Pecuniary Interest - None Declared

1. Minutes of Markham Live Committee – February 28, 2011

Moved by: Councillor Alex Chiu
Seconded by: Councillor Colin Campbell

That the minutes of the February 28, 2011 Markham Live Committee meeting be adopted.

CARRIED

2. Branding (Naming Rights/Advertising/Sponsorship)

A draft booklet of the Branding opportunities for MISTA was provided.

The Chair introduced Chris Lang of Lang Marketing Network. Mr. Lang provided a brief background of his company's experience, which includes the Vancouver Olympics, Commonwealth Games, Woodbine Live, and several sponsorship projects in the GTA.

Mr. Lang estimated the potential sponsorship revenue to be between \$10-15 million, and he discussed factors such as Highway 407 restrictions, and the volume of people passing through. He explained that today's advertising focus is on portable media rather than television, and that sports and news items have the biggest draw.

Staff advised of the potential limitations to highway exposure, as third party billboards are prohibited within 400 m of Highway 407, and only items on the subject premises can be advertised. The Town Solicitor provided a Memorandum regarding legislation and policies governing signage on lands abutting the Highway 407 corridor.

Mr. Lang provided a Memorandum outlining a Revenue Analysis and Strategy Development Proposal for MISTA, and estimated that a report would be presented in four to six weeks. The Committee endorsed the proposal.

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

That the presentation by Chris Lang of Lang Marketing Network, and the Memorandum dated February 23, 2011 regarding a Revenue Analysis and Strategy Development Proposal for MISTA, be received; and

That the Revenue Analysis and Strategy Development Proposal for MISTA, by Lang Marketing network, be endorsed; and

That staff be authorized to enter into an agreement with Lang Marketing Network; and further,

That staff be authorized and directed to do all things necessary to give effect to this resolution.

CARRIED

3. Metrolinx Hub, Convention Centre, Five Star Hotel, World Class Retail Design and Fitting Exercise

The Committee received a quote for a Feasibility Study, dated February 28, 2011, from Adamson Associates Architects.

The Chair advised that Metrolinx has indicated support for the proposal. The Region (Viva), Metrolinx, the Town, and other parties that are interested in sharing cost and working together on the transit hub, will be meeting in the near future in this regard.

Moved by: Colin Campbell
Seconded by: Howard Shore

That correspondence from Adamson Associates Architects dated February 28, 2011 regarding a Feasibility Study, be received; and

That staff be directed to develop terms of reference for the study of the Transit Hub by Adamson Associates Architects; and further

That Viva, GO, and Metrolinx be approached by the Town with respect to working on the Transit Hub as a joint project.

CARRIED

4. Advisory Committee Appointments

The Committee discussed appointments to various Advisory Sub-committees:

- Media Communications
- Building Committee
- Programming: sporting groups; federal/provincial/GTA; local
- Financial: business plan
- Branding: naming rights; advertising; sponsorships
- Private Sector
- Issues "Cando" Committee: resolve issues

The Chair and Mayor will circulate draft appointments, including outside members.

5. Town Hall Meeting

A Town Hall Meeting is being proposed for sports organizations near the end of April. It is anticipated that up to 1,000 people may be attending, so the venue may be the Hilton Suites or a similar place, rather than the Civic Centre. Corporate Communications will be involved in organizing the event.

6. Investment Trip to China

Once sufficient documentation is in place, an investment trip to China will be arranged, possibly in May, 2011. The trip has not been budgeted at this time. Staff emphasised that an equal opportunity must be available to all investors, not just the China component, to ensure the widest opportunities are captured, and that a full, inclusive RFQ process must be used.

Moved by: Councillor Alan Ho
Seconded by Councillor Alex Chiu

That an investment trip to China by the Chair, Regional Councillor Jim Jones, once sufficient documentation is prepared, be approved in principle.

CARRIED

7. Corporate Structure – Markham Live

Miller Thomson is preparing a Corporate Structure framework. The Town Solicitor is preparing a report to General Committee regarding a Community Improvement Plan for the area, and a Municipal Services Corporation proposal.

An evaluation of the proposed structure will be undertaken to ensure it would meet the Town's requirements and provide flexibility for an evolving entity – enabling rather than restrictive. MISTA may require a specific private/public partnership and a corporation will be shaped around it.

8. Infrastructure Stimulus Program and Strategy

Staff gave a brief outline of the application process and the timeframe involved.

The Committee discussed the anticipated realignment of the Precinct Plan in the spring, and noted that MTO will make the final decision. The Committee discussed that there is reasonable risk in proceeding based on the preferred alignment. The preferred alignment will be identified in the Markham official Plan.

9. Update and Status of “LIVE”

The Committee was advised that the PanAm organizers are willing to cooperate so that the PanAm facilities can be incorporated as Phase One of MISTA. An indication of support from the Town Hall meeting will be an important consideration for PanAm.

With respect to LIVE, the partnerships are still being arranged and an update will be given later this week.

10. Domain Names

A list of available domain names was reviewed with respect to the recommendations of the IT Department. The Committee requested that all available sites be retained relating to the names MistaSport, SportMista, MistaMarkham, and MarkhamLive.

11. Next Meeting – Monday, March 21, 2011 at 4:00 p.m.

Adjournment

The Markham Live Committee meeting adjourned at 5:35 p.m.