



## **MARKHAM LIVE**

### **Markham International Sports Training Academy (MISTA) MARKHAM**

**Thursday, February 22, 2011 – 4:00 pm  
Mayor's Boardroom**

#### **MINUTES**

<p><b><u>Attendance:</u></b></p> <p><u>Members:</u> Regional Councillor Jim Jones – Chair Regional Councillor Joe Li Councillor Howard Shore Councillor Don Hamilton Councillor Carolina Moretti Councillor Colin Campbell Councillor Alan Ho</p> <p><u>Absent</u> Mayor Frank Scarpitti Deputy Mayor Jack Heath Councillor Alex Chiu</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 Joel Lustig, Treasurer Ralph Capocci, Mayor's Chief of Staff Kitty Bavington, Council/Committee Coordinator</p>
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The Markham Live Committee meeting convened at 4:10 pm with Regional Councillor Jim Jones as Chair.

#### **Disclosure of Pecuniary Interest - None Declared**

#### **1. Minutes of Markham Live Committee – February 10, 2011**

The minutes of the February 10, 2011 Markham Live Committee had been deferred from Development Services Committee pending further discussion of the RFP process. The Committee reviewed RFP and preferred supplier processes, and agreed that due to the time constraints the preferred supplier method is acceptable for the preliminary phase. It was emphasised that if Council makes a decision to proceed with additional phases and the costs become substantial, that the RFP system will be used to ensure an open process and spending control.

The Committee endorsed the minutes and resolution as presented.

## 2. Initial Phase

In addition to consulting costs (\$62,500) endorsed at the February 10, 2011 meeting for the MISTA project, an additional \$20,000 is being added: \$10,000 for Adamson; and \$ 10,000 for Morrissey Consulting.

The Committee discussed the extent of the initial phase of Markham Live. It will include the design of the new transit hub, convention centre, retail, winter garden, and underground parking. The cost is approximately \$100,000 (suggested split of 50/50 between the Town and land owners) for the consultants to develop sufficient documentation and a presentation for potential investors. Discussions included possible charge-backs to developers.

The Committee discussed the difference between Markham Live and MISTA.

With respect to applying for federal P3 funds, it was emphasised that the funding requires that competitive processes be used to obtain services, and that this aspect should be considered when assigning work. The Committee confirmed that the current phase is to determine the feasibility of proceeding. The next stage – detailed architecture, etc. - will be competitive.

Staff recommended that a work proposal be obtained from Adamson. The Chair agreed to consult with staff and bring documents to the next meeting. Finance staff requested documentation and a statement of work from the suppliers, so that Work Orders can be prepared.

Moved by: Colin Campbell  
Seconded by: Alan Ho

- 1) That in addition to the resolution of the Markham Live Committee on February 10, 2011, the following additional preferred suppliers costs of \$20,000, for an evaluation of the feasibility of the proposed Markham International Sports Training Academy (MISTA) be approved:

Adamson (in progress)	\$ 10,000.
Morrissey Consulting (in progress)	\$ 10,000.; and

- 2) That the funding requests of February 10 and February 22, 2011, be considered by Development Services Committee on March 1, 2011 and be forwarded to Council on March 1, 2011; and further,
- 3) That Staff be authorized and directed to do all things necessary to give effect to this resolution.

CARRIED

### **3. Register Names / Addresses / Accounts**

The names “Markham Live” and “MISTA Inc” (Markham International Sports Training Academy Inc.) need to be checked for copyright and registered, as well as the associated websites: mista.com; mista.ca, etc. Staff will pursue this matter.

Staff were requested to set up Twitter, Facebook, and Youtube accounts for Markham Live and MISTA.

The Chair requested that a “You Send It” account be established to enable electronic transfer of large files via e-mail.

### **4. Additional Members**

Council will be requested to appoint Regional Councillor Joe Li and Councillor Logan Kanapathi to the Markham Live Committee.

### **5. MISTA Advisory Committee**

The Committee reviewed a list of suggested Advisory Committee members with business and sports expertise. Most of the candidates have been approached and have indicated an interest. An objection was raised that the involvement of a certain nominee may be inappropriate; however, it was clarified that no money is being paid to the members.

Suggestions were made for additional candidates. It was suggested that the roles/mandate of the Advisory Committee be clarified. The Chair will provide an update at the next meeting.

### **6. Interested Investors – Potential China Trip**

The Chair will provide an update at the next meeting.

### **7. Advertising, Branding, Naming Rights**

The Committee was advised that these opportunities have a potential for very significant revenues. A branding strategy needs to be developed.

The Zero Energy Media Wall facing Highway 407 was discussed. Staff cautioned that the 407 has a considerable setback requirement, due to distraction issues, and that MTO regulations will also have to be considered. Staff will check into this matter and report at the next meeting.

## **8. Municipal Issues**

Staff reported on the status of the 407 Environmental Assessment, and discussions that had been held to address Markham's requirements along the corridor. The approval may be deferred, which would allow Markham to submit a realignment proposal; however, this issue may prove to be very complicated. Staff will report further.

## **9. Landowners**

It was noted that a landowners' meeting will be arranged to present the consultants' work, at the appropriate time.

## **10. Update on Markham Live**

Staff provided an update on the Markham Live project. The Chair and staff will prepare a P3 application for federal funding.

## **11. Next Meeting**

Monday, February 28, at 4:00 p.m.

## **Adjournment**

The Markham Live Committee meeting adjourned at 5:25 p.m.