



# Consultative Committee

## Minutes

**Date:** February 4, 2015

**Location:** GTAA Boardroom

**Chair:** Lorrie McKee, Director, Public Affairs and Stakeholder Relations

**Attendees:** Badar R. Shamim, Brampton Board of Trade  
Sabbir Saiyed, Region of Peel  
John Davidson, The Regional Municipality of Halton  
Jan Nevins, Mississauga Board of Trade  
Stephen Tufts, Brampton-Mississauga & District Labour Council  
Heather Craig-Peddie, ACTA Ontario  
Savik Ramkay, Seneca College  
Carolyn Parrish, Councillor, City of Mississauga  
Neil Bunn, City of Brampton Resident  
Kathy Weiss, Region of Durham

**Regrets:** Lina Bigioni, Region of York  
Vincent Crisanti, Councillor, City of Toronto  
Suresh Thakrar, City of Mississauga Resident

**Resource Members:** Jeff Baines, City of Brampton  
Paul Steckham, Ministry of Transportation  
Harold Dremin, City of Mississauga  
Darryl Soshyci, Ministry of Tourism  
GTAA: Keith Medenblik, Aleem Kanji

**Resource Members Absent:** Bill Devlin, National Airlines Council of Canada  
Pamela Laite, Tourism Toronto  
Sam Ghobrial, NAV Canada

**Also in Attendance** Estella Cohen, Toronto 2015 – Pan Am Games  
Laura Attwell, Toronto 2015 – Pan Am Games  
Sergeant Shannon Noel, Peel Regional Police  
Sergeant Dawn Orr, Peel Regional Police  
Wendy Britton, Peel Regional Police  
Chris Salmon, Peel Regional Police  
Kevin Lindegaard, Peel Regional Police  
Stu Bertram, OPP – ISU  
Danny Singh, Councillor Parrish’s Office  
Lauren Harris, ACTA  
Richard Boehnke, Markland Woods Homeowners Association  
Kevin Morrow, Resident  
Scott Armstrong, GTAA

Mike Ross, GTAA  
Kim Stefanazzi, GTAA

Item	Details
<b>1.0</b>	<b>PRELIMINARY ITEMS</b>
<b>1.1</b>	<ul style="list-style-type: none"><li>• L. McKee, welcomed three new Consultative committee members:<ul style="list-style-type: none"><li>○ Councillor Stephen Holyday, is the new alternate member representing the City of Toronto.</li><li>○ Councillor Carolyn Parrish, is the new member representing the City of Mississauga.</li><li>○ Darryl Soshycki, is the new member representing Ontario Ministry of Tourism.</li></ul></li></ul>
<b>1.2</b>	<ul style="list-style-type: none"><li>• Review and Approval of Agenda – J. Nevins and seconded by H. Craig-Peddie.</li></ul>
<b>1.3</b>	<ul style="list-style-type: none"><li>• Review and Approval of October 29, 2014 Minutes – B. Shamim and seconded by J. Nevins.</li></ul>
<b>1.4</b>	Matters Arising from Previous Meeting – October 29, 2014. There were no items.
<b>2.0</b>	<b>REGULAR ITEMS</b>
<b>2.1</b>	<b>GTAA Information Update (handout) was reviewed.</b>
<b>3.0</b>	<b>DISCUSSION ITEMS</b>
<b>3.1</b>	<b>Consultative Committee Survey – Update</b> <ul style="list-style-type: none"><li>• A. Kanji noted earlier this year Consultative Committee members were asked to complete a survey that ranked priority issues as well as consideration of GTAA corporate priorities and objectives. The results of the survey have provided proposed agenda items of future committee meetings.</li><li>• To encourage improved engagement, Consultative Committee members are asked to contribute to setting the committees agenda and discussions at meetings, as well as to provide feedback based on their constituents' perspective.</li><li>• A. Kanji noted the survey results will be distributed with the minutes.</li></ul>
<b>3.2</b>	<b>GTAA Year End 2014 – Update</b> <ul style="list-style-type: none"><li>• L. McKee indicated Toronto Pearson finished the year with just under 39 million passengers, representing 6.8 per cent increase from 2013 led by strength in the</li></ul>

international and domestic sectors.

- Toronto Pearson runway movements saw no year over year increase – as planes are flying fuller and larger planes.
  - New routes to destinations such as Sao Paulo, Shanghai and Budapest all contributed to new air services.
  - The Global Hub Economic Hub Impact Study in 2014 was released with strong support of the Consultative Committee, demonstrating the substantial and growing contribution that Toronto Pearson makes to Ontario in terms of jobs and GDP today and looking ahead to 2030.
- 

### 3.3

#### • **2015 Pan Am Games**

- E. Cohen, Manager External Partnerships - Toronto 2015 noted the Pan Am/Parapan Am Games is the largest international multi-sporting event ever hosted in Canada, welcoming more than 10,000 athletes from 41 countries competing in 51 sport disciplines.
  - Time frames:
    - Pan Am Games - July 10 – 26, 2015.
    - Parapan Am - August 7, 2015 – 15, 2015.
  - The Ontario Ministry of Transportation is working together with a team of more than 30 partners, including the host municipalities, police and transit, the business community and residents of the GTHA.
  - M. Ross, Director, Commercial Development and Passenger Communications for the GTAA noted that Toronto Pearson arrivals and departures process in support of the TO2015 Pan Am/Parapan Am Games is expected to run for 60 days.
  - There will be 5 peak arrival days with 700+ athletes and technical officials per day, peaking at 1,900 passengers. There will be significant planning surrounding the 2 days following the closing ceremonies, which is when most departures will occur.
  - S. Armstrong, Director, Communications for the GTAA discussed the Public Relations and Media Activities, which will include:
    - A CBC media partnership – Invite CBC to join/host in-terminal activities, opportunity for CBC to film some of the Pan Am excitement before the actual games begin.
    - Welcome to Toronto: The International City for Everyone @Toronto Pearson will encourage Twitter followers and Facebook fans to recommend their favourite places in and around Toronto inspired by Pan Am/Parapan Am countries.
    - Pan Am Torch Relay at Toronto Pearson – host to a rally and media event for Torch relay, and with GTAA employees participating.
  - In the community there will be event site activation, and partnerships with community organizations.
  - S. Tufts inquired how staffing would be conducted at the Pan Am event.
-

- 
- Sergeant Shannon Noel, Peel Regional Police responded that many organizations have been involved in the planning and staffing of the event which includes federal, provincial and municipal governments, corporations, police, security, transit, residents and a full transportation team will all help in this area.
  - J. Nevins inquired if there was severe weather for the events, who would take the lead.
    - Sergeant Shannon Noel responded the Pan Am Operations Centre would take the lead and advise each venue.

---

### **3.4**      ● **Tourism Opportunities**

- 
- H. Craig-Peddie, Vice President, Association of Canadian Travel Agencies (ACTA) and L. Harris of ACTA provided a presentation on Tourism opportunities.
  - H. Craig-Peddie noted more than 600,000 Canadian jobs are directly tied to tourism activity with many supported through the supply chain.
  - Canada's population will grow by 5.7 per cent over the forecast period. Canada's population will also age during the forecast period. Both will have a positive influence on outbound leisure travel through 2018.
  - Canadians between the ages of 45 and 64 have the highest propensity to take pleasure trips of any age category and boomers (those born between 1946 and 1964) will drive the Canadian outbound pleasure travel market over the forecast period.
  - Total outbound leisure travel by Canadians to non-US destinations is forecast to grow at an average annual rate of 5.2 per cent between 2014 and 2018, higher than the 4.9 per cent average annual rate of growth between 2006 and 2013.
  - S. Ramkay inquired about the benefits of a travel agent versus booking a vacation online.
    - H. Craig-Peddie responded that travel agents have access to more travel resources, which can save time and money, and can also provide travel assistance during a vacation.

---

### **4.0**      **MEMBERS UPDATE**

- 
- Committee members reported on each of their areas.

---

### **5.0**      **ADJOURNMENT: The next Consultative Committee meeting is scheduled for May 27, 2015.**

---

Minutes prepared by Kim Stefanazzi, (416) 776-3941, [kim.stefanazzi@gtaa.com](mailto:kim.stefanazzi@gtaa.com). Any errors or omissions in these minutes should be forwarded to the author immediately.