

ALL COUNCIL MINUTES

Thursday, March 10, 2011
1:05 p.m.
Waterloo Region Museum Theatre
10 Huron Road, Kitchener, ON

Present were: Chair K. Seiling, L. Armstrong, J. Brewer, T. Cowan, D. Craig, T. Galloway, J. Haalboom, B. Halloran, R. Kelterborn, G. Lorentz, C. Millar, J. Mitchell

Cambridge Council: D. Craig, D. Reid, P. Wolf

Kitchener Council: S. Davey, K. Galloway, J. Gazzola, B. Ioannidis, Z. Janecki, B. Vrbanovic

North Dumfries Council: B. Benninger, S. Foxton, G. Taylor

Waterloo Council: M. Durrell, B. Halloran, J. Henry, K. Scian, M. Whaley

Wellesley Council: P. Hergott, R. Kelterborn, J. Olender

Wilmot Council: L. Armstrong, P. Roe

Woolwich Council: T. Cowan, M. Bauman, B. Bryant, J. Herteis, A. Poffenroth

*Mayors are shown in attendance for both Regional Council and their own Council due to quorum requirements.

Members Absent: R. Cowsill, R. Deutschmann, N. Ermeta, F. Etherington, Y. Fernandes, B. Fisher, D. Freeman, J. Gerber, D. Glenn-Graham, A. Junker, K. Kiefer, F. Monteiro, M. Murray, H. Neher, G. Price, N. Ritchie, P. Singh, S. Strickland, B. Tucci, A. Vieth, S. Wagner, J. Wideman, S. Witmer, C. Zehr.

Welcome

Chair Ken Seiling welcomed everyone to the meeting.

Canada's Technology Triangle (CTT) Update

John Jung, Chief Executive Officer, CTT made a presentation on CTT. A copy of the presentation is appended to the original minutes. J. Jung provided the background information, vision and mission, strategic plan, supporting objectives, focus on foreign direct investment, attraction factors, CTT's facilitative leadership role, message about the Region, key sectors, talent and collaboration, how they tell the story, breakdown of opportunities, interaction with international companies, local leadership, global impact, successes, return on investment, case study, recognition, revenue breakdown, board of directors, staff and partners.

Members present had no questions on the presentation. Chair Seiling thanked J. Jung for his presentation.

Rapid Transit Update

Chair Seiling advised this will be a summary of the presentation made to Regional Council and is for information purposes. The intent is not to debate the merits of rapid transit.

Mike Murray, Chief Administrative Officer, Region of Waterloo appeared before the meeting and provided an update on the Rapid Transit project. A copy of the presentation is appended to the original minutes. M. Murray highlighted the growth projections/challenges, rapid transit background, BRT/aBRT/LRT comparison, current rapid transit options, consultation process/timing.

Following the presentation, M. Murray responded to questions about how the Townships can be added in to the system down the road. He advised currently municipalities that get transit service pay for the service. Chair Seiling noted they are currently reviewing how to extend transit into the Townships.

An inquiry was made if the funding from the Provincial and Federal governments is time limited. Chair Seiling replied the agreements and documents have not yet been seen so timing is not known yet.

It was noted there has been misinformation about the potential financial implications for the project.

Collaborative Initiative on A-Z Services, Website Portal

David Calder, General Manager, Corporate Services, City of Waterloo and Linda Fegan, Director Corporate Communications & Marketing, City of Cambridge appeared before the meeting. D. Calder provided background information on how the project got to this point. L. Fegan provided a live demonstration of the website and stated a media release will be issued today about the portal.

In response to a question, D. Calder advised the group will continue to monitor the usage of the portal and expand the terms if required.

Waterloo Region Tourism Marketing Corporation – Update

Mark Bingeman, President, Bingemans appeared at the meeting and provided an update on the Waterloo Region Tourism Marketing Corporation (WRTMC). A copy of the presentation is appended to the original minutes. He highlighted the partnership model, structure, board of directors, staff, strategic plan, executive summary, tourism impact, key successes, what is new for 2011-2012, new Regional Tourism Organizations (RTO) established by the Province, arts portal and collaboration.

A question was raised regarding why the WRTMC and St. Jacobs Country have separate recognition under the RTO area. M. Bingeman responded there is significant history with St. Jacobs Country and also with Elora/Fergus which are also separate. Doing this separate recognition allows for people with strong marketing knowledge to be at the table. The summer and fall campaigns for RTO4 were noted. It is currently unknown what will happen with funding after the first two years.

There was further discussion about the funding from the municipalities and if it will decrease in the future. M. Bingeman stated there has been a significant hit to the travel and tourism industry due to the economic downturn.

M. Bingeman provided a demonstration of their website and encouraged everyone to visit it.

Closing Comments

K. Seiling provided closing remarks and thanked everyone for attending the meeting today.

The meeting adjourned at 3:30 p.m.

REGIONAL CHAIR, *K. Seiling*

REGIONAL DEPUTY CLERK, *L. Wetzel*