

January 31, 2011
Council Committee Room

- Chair:** City Councillor J. Hutton – Wards 2 and 6 (arrived 10:07 a.m.)
- Vice-Chair:** Regional Councillor G. Miles – Wards 7 and 8
- Members:** Regional Councillor Moore – Wards 1 and 5
City Councillor G. Gibson – Wards 1 and 5
- Regrets:** Regional Councillor S. Hames – Wards 7 and 8 (vacation)
- Staff:** Ms. D. Dubenofsky, City Manager
Mr. J. Corbett, Commissioner of Planning, Design and Development
Mr. D. Cutajar, Commissioner of Economic Development and Communications
Mr. M. Lewis, Commissioner of Financial and Information Services and Treasurer
Mr. T. Mulligan, Commissioner of Works and Transportation
Mr. J. Patteson, Commissioner of Buildings and Property Management
Ms. K. Zammit, Commissioner of Corporate Services
Ms. M. Allen, Special Advisor, CMO Projects, City Manager’s Office
Ms. A. Rawecki, Legislative Coordinator, Corporate Services
Mr. E. Evans, Deputy Clerk, Corporate Services
- Others:** Ms. O. Lukich, Executive Assistant, City Manager’s Office
Mr. I. Newman, Chief of Staff, Mayor’s Office
Mr. B. Rutherford, Community Development and Service Planning, Community Services
Mr. G. Duval, Director of Parks Maintenance and Operations, Community Services

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The meeting was called to order at 10:04 a.m. and adjourned at 11:45 a.m.

Note: Vice-Chair, Regional Councillor Miles called the meeting to order. Chair, City Councillor Hutton assumed the Chair upon arrival.

After due consideration of the matters placed before this Committee, the members beg leave to present its report as follows:

Item Recommendation

- | | | |
|-------------|-------------------|--|
| A. | FC001-2011 | Approval of Agenda |
| B. | | Conflict of Interest |
| C. | FC002-2011 | Minutes of the Flower City Strategy Committee Meeting of September 20, 2010 |
| D 1. | FC003-2011 | Flower City Strategy Committee Update |
| E. | | Reports |
| F 1. | FC004-2011 | Draft Terms of Reference for the Flower City Strategy Committee |
| | FC005-2011 | Committee Name Change |
| F 2. | FC006-2011 | Flower City Strategy Committee – Work Plan Priorities 2011 to 2014 |
| G. | | Question Period |
| H. | | Public Question Period |
| I. | FC007-2011 | Adjournment |

City Councillor J. Hutton – Chair

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A. Approval of Agenda

FC001-2011 That the agenda for the Flower City Strategy Committee Meeting of January 31, 2011 be approved, as printed and distributed.

Carried

B. Conflicts of Interest – nil

C. Minutes

C 1. Minutes of the **Flower City Strategy Committee Meeting of September 20, 2010.**

The following motion was considered:

FC002-2011 That the **Minutes of the Flower City Strategy Committee Meeting of September 20, 2010**, to the Flower City Strategy Committee Meeting of January 31, 2011, be received.

Carried

Note: Minutes approved by Committee of Council on January 19, 2011 and by Council on January 26, 2011.

D. Delegation/Presentation

D 1. Presentation by Ms. M. Allen, Special Advisor, CMO Projects, City Manager's Office, re: **Flower City Strategy Committee Update** (File G25).

Note: Item F 1 was brought forward and dealt with before the presentation.

Copies of the presentation material were distributed at the meeting.

M. Allen, Special Advisor, CMO Projects, City Manager's Office, indicated that the purpose of the presentation was to provide the history of the Flower City Strategy, highlight 2011 goals and provide information about the role of the Committee.

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The following motion was considered:

- FC003-2011 That the Presentation from M. Allen, Special Advisor, CMO Projects, City Manager's Office, to the Flower City Strategy Committee Meeting of January 31, 2011 re: **Flower City Strategy Committee Update** be received.

Carried

E. Reports

F. Other / New Business

- F 1. Discussion re: **Draft Terms of Reference for the Flower City Strategy Committee** (File G25).

Note: This item was dealt with before item D 1.

Committee noted that the Membership section of the Draft Terms of Reference spoke to the appointment of two co-chairs for the sub-committee. Staff acknowledged that the Terms of Reference would be amended to indicate that one Chair and one Vice-Chair are appointed to the sub-committee by elected members of Council at the commencement of each term.

The following motion was considered:

- FC004-2011 That the **Draft Terms of Reference for the Flower City Strategy Committee**, dated January 31, 2011, to the Flower City Strategy Committee Meeting of January 31, 2011 be approved.

Carried

Staff noted that the Draft Terms of Reference now refer to the Flower City Strategy Committee as the Flower City Committee.

The following motion was considered:

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FC005-2011 That the name “Flower City Strategy Committee” be changed to “Flower City Committee” and that all references and documentation to the sub-committee be amended to reflect this change.

Carried

F 2. Discussion re: **Flower City Strategy Committee – Work Plan Priorities 2011 to 2014** (File G25).

Copies of the Workplan were distributed at the meeting.

In response to a question from Committee with respect to whether the outcomes of the Flower City Strategy Workshops would be incorporated into the revised workplan for the Flower City Strategy, M. Allen, Special Advisor, CMO Projects, City Manager’s Office, advised that the workshop findings have been built-into the workplan and items would be moved forward as the Flower City project continues.

D. Dubenofsky, City Manager, provided information to Committee with respect to the following:

- Status of the Mount Pleasant project
- Consideration of a proactive approach for Property Standards matters
- Staff support to the Flower City Strategy Committee
- How actions are prioritized on the Ongoing Action Items Workplan

Committee Members discussed the following:

- Challenges involved with identifying additional action items and ensuring they are implemented
- Initiatives planned by and executed by the Brampton Downtown Development Corporation (BDDC)
- Linkages between City Committees with the Flower City Committee
- Development of a “Tree Hall of Fame” – to plaque trees of historical significance and rarity and to ensure their preservation
- Communities in Bloom participation at the CN Tower and potential future participation
- How to promote the Sister City Program
- Establishment of a Peace Garden/Park
- Attractiveness of international destinations such as Hunter Valley Australia’s Botanical/Cultural Gardens
- Founding of an L.M. Montgomery Museum in Norval
- Development of historical greenhouse tours
- Establishment of a River Walk

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- Reviving the seasonal theme for the river valleys in Brampton
- Creation of a “Flower City” weekend, including the Flower City Parade, the annual opening of the downtown Farmers’ Market and inclusion of other events/partners
- Committee goals to expand initiatives beyond flowers and to leverage economic development
- Other potential projects that reflect the three themes of Place Making, Promotion and Partnerships
- Outreach to ethnic media as a priority

In relation to a question regarding the impact of TRCA (Toronto and Region Conservation Authority) decision-making on City initiatives, staff advised that the matter of floodplains would be addressed at the Planning, Design and Development Committee meeting being held later in the day and noted that detailed discussion would be occur at that time.

Committee discussed how to ensure that the ideas brought forward during the meeting are captured and carried out. Committee was advised that these matters could be included on the Potential Workplan Priorities list which would ensure these items are furthered researched and brought back to Committee with a more detailed plan of action.

The following motion was considered:

FC006-2011 That the **Flower City Strategy Committee – Ongoing Action Items and Potential Work Plan Priorities 2011-2014** be received; and,

That the following items be added for consideration as potential workplan priorities on the 2011-2014 list:

- Tree Hall of Fame – Plaquing rare and historically significant trees in the City of Brampton
- CN Tower Flower Gardens – past Communities in Bloom project
- Involvement in the Sister City Program
- Peace/botanical/cultural garden or destination place
- Historic greenhouse tour
- River Walk
- Seasonal theme for the river valleys
- Creation of a “Flower City Weekend”, combining parade, Farmers’ Market and other events/partners
- Enhancing communications to include ethnic media; and,

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That these additional items be further investigated and information be brought back to Committee with respect to their feasibility in order that a finalized Committee workplan can be approved.

Carried

G. Question Period – nil

H. Public Question Period – nil

I. Adjournment

FC007-2011 That the Flower City Committee do now adjourn.

Carried

Note: M. Allen, Special Advisor, CMO Projects, City Manager's Office, advised that she would liaise with the Clerk's Office to determine availability of Committee Members for future meeting dates. It was noted that the Clerk's Office would schedule the Committee's 2011 meeting dates.