



Hamilton

PAN AM STADIUM PRECINCT SUB-COMMITTEE REPORT 12-005

10: 00 a.m.

Monday December 17, 2012

Council Chambers City Hall

71 Main Street West

Present: Councillors L. Ferguson, Chair, B. Morelli, Co-Chair
D. Rye (Hamilton Tiger-Cats Representative)
J. Gibson (Community Soccer Representative)

**Absent with
Regrets:** Mayor B. Bratina

THE PAN AM STADIUM PRECINCT SUB-COMMITTEE PRESENTS REPORT 12-005 AND RESPECTFULLY RECOMMENDS:

1. Pan Am Games Update #2 (City Wide) (Item 5.3)

That the Pan Am Games Update #2, attached hereto as Appendix 'A', be received.

FOR THE INFORMATION OF COMMITTEE:

(a) CHANGES TO THE AGENDA (Item 1)

The Committee Clerk indicated that there were no changes to the agenda.

The agenda was approved as presented.

(b) DECLARATIONS OF INTEREST (Item 2)

None.

(c) MINUTES (Item 3)

(i) Minutes October 12, 2012 (Item 3.1)

The Minutes of the October 12, 2012 meeting were approved as presented.

(d) DISCUSSION ITEMS (Item 5)

(i) Stadium Precinct Community Work – Verbal Update (No Copy) (Item 5.1)

Paul Johnson, Director of Neighbourhood Development Strategies, addressed the Committee respecting the Community Work. He discussed the work with the community on the construction phase and the upcoming award of the Stadium Precinct consultant.

Co-Chair Morelli discussed the need for open communications with the community specifically during the demolition and construction phases.

The verbal update respecting the Stadium Precinct Community Work, was received.

(ii) Stadium Demolition and Construction Update & Progress Report – Verbal Update (No Copy) (Item 5.2)

Janet Warner, Project Manager Facilities, addressed the Committee respecting the Demolition and Construction Update. She outlined that the demolition permit should be issued this week and that there has already been some work done on the site to remove the seats, etc.

Steve Robichaud, Manager, Development Planning, Heritage and Design, discussed the planning issues raised at the recent Planning Committee meeting and indicated that they are working with the builder on addressing the issues.

Gerry Davis, General Manager of Public Works, discussed the tight timelines and the work done to reach the July 1, 2014 deadline for substantial completion.

The verbal update respecting the Stadium Demolition and Construction Update & Progress Report, was received.

(iii) Pan Am Games Update #2 (City Wide) (Item 5.3)

Co-Chair Morelli clarified that the City of Hamilton does not take ownership of the stadium to coincide with the Pan Am Games.

Staff indicated that Co-Chair Morelli was correct and that the City does not take ownership of the stadium until August 2015 and until that time the relationship would be more like that of a tenant.

(e) OTHER BUSINESS (Item 7)

(i) Lease Agreement with the Hamilton Tiger Cats (Added Item 7.1)

Chair Ferguson asked about the status twenty year lease agreement with the Hamilton Tiger Cats.

Staff indicated that they are working on this and will be bringing this forward soon.

The Sub-committee members asked that the lease contract come to the Sub-committee for review and approval before going onto the General Issues Committee.

(ii) Stadium Memorabilia Sale (Added Item 7.2)

Coralee Secore, Manager, Pan Am Initiatives, provided an update to Committee members indicating that they raised an estimated \$30,000 from the sale for investment in the stadium precinct. She indicated that they would be bringing further details forward to a future meeting.

(f) ADJOURNMENT (Item 8)

There being no further business the Pan Am Stadium Precinct Sub-committee was adjourned at 10:25 a.m.

Respectfully submitted,

Lloyd Ferguson, Chair
Pan Am Stadium Sub-Committee

Andy Grozelle
Legislative Co-ordinator
Office of the City Clerk



INFORMATION UPDATE

TO: Co-Chairs and Members Pan Am Stadium Precinct Sub-Committee	WARD(S) AFFECTED: CITY WIDE
DATE: December 17, 2012	
SUBJECT: Pan Am Games Update #2 (City Wide)	
SUBMITTED BY: Coralee Secore Manager Pan Am Initiatives	SIGNATURE:

Purpose:

The purpose of this report is intended to provide members of the Pan Am Stadium Precinct Sub-Committee with a second update on the ongoing Pan Am Games planning and activities moving into 2013.

Discussion:

In this report you will find updates and information on:

- Toronto 2015 Youth Advisory Council
- Pan Am Community Tour
- Pan Am Games Official Games Sponsors
- Pan Am Games Roadmap for 2013

- **Toronto 2015 Youth Advisory Council**

TO2015 recently announced its newly formed Youth Council. With a goal of the Games to touch as many people as possible this council will be the driving force voice to ensure the Games are youth-focused and inclusive. This council is charged with providing an important perspective on the Games planning and implementing a youth-focused

initiative. There was an overwhelming amount of interest and applications. TO2015 selected 34 members – 16 Advisors and 18 Ambassadors – aged 18 to 24 years from across the Games footprint. The youth demonstrated leadership, volunteerism and community engagement. Michael Pratas was selected as Hamilton's representative. Michael is 18 years old and in his first year at Brock University. A graduate of Cardinal Newman High School, he has always had a strong interest in volunteering. Currently an active member of the City of Hamilton Mayor's Youth Council, Michael is always looking for an opportunity to broaden his skills while giving back to his community. As a member of the TO2015 Youth Council, Michael will be speaking in December to the Youth Advisory Council on the new "IGNITE" program, working with our local high schools on the promotion of the Games and working as part of a larger group to plan and host the Youth Festival Summit during the Games.

We look forward to supporting and working with Michael as he serves on the Youth Council starting now through to 2015.

- **Pan Am Community Tour**

This past summer TO2015 introduced the Pan Am Community Tour. The Tour is a community activation program that provides youth/families and sports fans with a unique opportunity to "touch and feel" the Pan Am Games through interactive components aimed at building awareness and educating communities about the Games. The Tour visited Hamilton on 3 occasions – early September at Supercrawl, the AFH Hamilton Hispanic Fair and the official announcement of the new Stadium. The Pan Am Office will continue to work with our community groups to bring the Tour their events.

- **Games Sponsors**

Joining CIBC (Lead Partner) and Chevrolet (Premier Partner) is CISCO (Premier Partner) providing a network component, Star Media Group and Metroland Media Group (Official Sponsor) providing newspaper and online media services and CBC (Official Broadcaster) providing television coverage.

The above sponsors have made significant investments in the Games and their financial contribution, products, services and expertise will assist TO2015 in making this a world class event. TO2015 continues to pursue other major sponsors.

- **Pan Am Roadmap for 2013**

The theme for 2013 is "Engage the Community". To sustain this message and create the 'buzz', TO2015 has developed a number of programs.

Recognizing the power of sport and the long-term benefits of active, healthy living, TO2015 have developed the following programs:

- **IGNITE** – This program is a way to bring the community to the Games and the Games to the community. It is a way to build a social legacy as a crescendo to getting people active.

IGNITE is a community partnership initiative enabling individuals, organizations and communities to be associated with the Games by creating projects that inspire healthy and active living while also celebrating the cultures of the Americas and the Caribbean.

The IGNITE program is looking for initiatives that include and/or promote:

- community sport, physical activity and recreation
- healthy active living
- Pan American culture(s)
- inclusivity and diversity

Being a recognized TO2015 initiative through IGNITE, individuals, associations and communities have official community partner status, the ability to use the IGNITE logo and promotion on the TO2015 website.

- **Mascot Creation Challenge & Launch** – The Mascot Creation Challenge is an engaging contest for groups of children aged 16 and under to submit their design, name and story of the potential TO2015 mascot. TO2015 is looking for the colour and spirit of the Pan Americas and Caribbean while reflecting the pride and history of Ontario and Canada. Mascots will represent the values of the “People’s Games” and will be created in a collaborative, inclusive and fun way.

Submissions must be a collaborative approach including a minimum of 2 to a maximum of 6 children per group. It is a turnkey program for teachers, group leaders and recreation leaders to use. Mascot entries will be submitted beginning January 7 until March 8, 2013 with unveiling of the official Mascot(s) to occur during the July 10, 2013, “2-Year Countdown” festivities. CBC, CIBC and Toronto Star/Metroland will assist with promotion. The top 6 designs will be featured in a national voting contest to select the winner.

The Pan Am Office will promote and assist local community leaders who work with children to enlist support and involvement of the mascot program.

- **Pan Am Mural Experience Art Project** – TO2015 has commissioned renowned

sports artist David Arrigo to create a legacy art project for each municipality partner. The 4' x 6' canvas painting will be reflective of each municipality's distinct character and landmarks, as well as the sports that will be competing at the venue. Each municipality is to provide municipal iconic images. It is a participatory painting with members of the community assisting. The plan is to have David come to the municipality during a community event sometime between March to April to help create the painting (school, community centre or special event).

The paintings will be formally unveiled at all City Halls on July 10, 2013 as the centrepiece of the 2-year countdown celebrations. The painting is to be displayed at City Hall until the completion of the new stadium and then shift to the new stadium as a legacy art project piece.