

**MINUTES OF THE MEETING OF THE NIAGARA PARKS COMMISSION, SCHOOL OF HORTICULTURE, 2565 NIAGARA PARKWAY, NIAGARA FALLS, ONTARIO – FRIDAY APRIL 21, 2017 AT 10:00 A.M.**

**14. MEMBERS PRESENT**

Janice Thomson, Joan Andrew, Ian Nielsen-Jones, Lois Giles, Vince Kerrio, Kerry Pond, and Wayne Redekop.

Regrets from Pat Darte, James Detenbeck, and Jim Diodati

Ms. Thomson was in the Chair and Mr. Reegan McCullough acted as Secretary to the meeting. The following staff members were present to report and answer questions on the agenda items: D. Adames, M. Neubauer, D. Gibbs, M. Grusso, and S. Barnhart.

**15. CHAIR THOMSON'S OPENING REMARKS**

As part of agenda item number 2.1, I would like to call upon Chief Operating Officer, David Adames to provide some exciting details on one of the celebratory initiatives Niagara Parks has undertaken for the 150th anniversary of the founding of Canada and the province of Ontario. Before we begin, I would like to provide some background information to the Commission, as well as to those members of the public joining us, on some of plans we have developed in celebration of the sesquicentennial anniversary of Confederation and the founding of Ontario. Just think, only 18 years after the creation of Canada, the Ontario Legislature had the vision to introduce a bill entitled, "An Act For The Preservation Of The Natural Scenery About Niagara Falls." Preservation and horticultural excellence have, and will always continue to be important hallmarks of our organization, and these efforts have been captured and will be showcased in our planned celebratory events and programming, this year. Developed in collaboration with the provincial government's Ontario 150 Funding Program, Niagara Parks has created diverse programming options through a series of initiatives and events with themes varying from nature and gardens to heritage and culinary offerings, all reflecting the unique identity of Niagara and its place within the province of Ontario and country as a whole. Rooted is the theme and name given to the five specific legacy projects, which have been designed by Niagara Parks to celebrate Ontario and this nation's 150th anniversary. One of the specific projects, which we are going to be learning more about this morning, is a program called Rooted in Design. As David Adames will detail for you shortly, Niagara Parks has recently conducted a region wide amateur art competition in celebration of Ontario's 150th anniversary. The amateur competition consisted of inviting Niagara based elementary, secondary and post-secondary institutions to take up the challenge of creating the artwork for two high traffic flower beds located in Queen Victoria Park and Queenston Heights Park, as well as the face of the Niagara Parks Floral Clock. This PowerPoint presentation will allow us to view these winning submissions from the students, whom I am pleased to say, are joining us this morning. An exciting aspect to this competition is the fact that we will also be taking the opportunity to showcase all submissions received from our local students – all 65 of them – as their designs will be displayed at the Botanical Gardens, as a new art exhibit, throughout the 2017 anniversary year.

16. **DECLARATIONS OF INTEREST** There were no declarations of interest.
17. **APPROVAL OF AGENDA** *The agenda was presented for approval.*  
*Moved by: Commissioner Kerrio*  
*Seconded by: Commissioner Nielsen-Jones*  
*That the agenda be approved as presented.*  
*Carried.*
18. **MINUTES OF FEBRUARY 17, 2017** *The minutes were presented for approval.*  
*Moved by: Vice Chair Andrew*  
*Seconded by: Commissioner Giles*  
*That the minutes of February 17, 2017 be approved as presented.*  
*Carried*
19. **PRESENTATION RE: ONTARIO 150: REGIONAL STUDENT ART COMPETITION – ROOTED IN DESIGN 2017** Mr. Adames provided a presentation on the Ontario 150 – Rooted in Design amateur art competition including images of the final designs submitted by the students. Chair Thomson thanked the students for their contributions and for helping NPC to celebrate the 150<sup>th</sup> anniversary of the founding of Canada and the Province of Ontario. The students were then called to the stage to be presented with a gift basket. Chair Thomson invited members of the public to attend the announcement of NPC’s Ontario 150<sup>th</sup> anniversary plans on Tuesday May 2, 2017 at 10:00 a.m. on the terrace of Queen Victoria Place Restaurant.
20. **PRESENTATION RE: NIAGARA PARKS WEBSITE REDEVELOPMENT** Mr. Adames presented on the Niagara Parks website redevelopment including the project timeline, website objectives, strategy and framework, website performance overview, social media, e-commerce, and the Niagara Parks Trip Planner.
21. **PRESENTATION RE: NIAGARA PARKS SUMMER CAMPAIGN – BEGIN HERE** Mr. Adames presented on the Niagara Parks Summer Campaign – Begin Here. Mr. Adames highlighted the Marketing plan for the campaign including the objectives, target markets, consumer insight profiles, pricing and positioning, and media. This seasonal campaign will be integrated across various platforms including public tours, special events and website content.
22. **BUSINESS HIGHLIGHTS** Mr. McCullough highlighted points from the pre-circulated report. There was discussion regarding the damage cormorants are causing. Mr. Barnhart advised that Parks staff will work with the Ministry of Natural Resources to measure current cormorant populations, assess vegetation damage and develop a management plan. Timing to be established as part of the Urban Forestry Management Strategy. (Due February 2018)

**23. OTHER BUSINESS**

Chair Thomson thanked members of the public for attending the meeting. She also advised that Commission Board members are not conducting external work while using their devices during Commission meetings. Commission Board members view meeting materials through an online portal during meetings in an effort to go paperless.

**24. RESOLUTION TO  
MOVE TO CLOSED  
SESSION**

*Moved by: Commissioner Giles  
Seconded by: Commissioner Pond  
That the meeting move to closed session at 11:20 a.m.  
Carried.*

DRAFT