



Draft

# Consultative Committee

## Minutes

**Date:** August 31, 2011

**Location:** GTAA Administration Building, 3111 Convoir Drive, Pearson Rooms A & B

**Chair:** Toby Lennox, Vice President, Corporate Affairs & Communications

**Attendees:** Damian Albanese, Region of Peel  
Heather Craig-Peddie, ACTA Ontario  
Rick Cockfield, Region of Halton  
Bill Clark, Brampton Board of Trade  
Neil Bunn, City of Brampton Resident

**Regrets:** Dino Basso, Region of York  
Mark Grimes, Councillor, City of Toronto  
Vincent Crisanti, Councillor, City of Toronto  
David Purkis, City of Toronto Resident  
Chris Fonseca, Councillor, City of Mississauga  
Suresh Thakrar, City of Mississauga, Resident

**Resource Members:** Susan Amring, City of Mississauga  
Jeff Baines, City of Brampton  
Henry Turner, Ministry of Tourism  
Robyn Connelly, GTAA  
Russ Cruickshank, GTAA  
Kim Stefanazzi, GTAA  
Jody Hodgkinson, GTAA

**Resource Members Absent:** Rob Bergevin, Transport Canada  
Paul Steckham, Ministry of Transportation

**Guests:** Jason Ritchie, GTAA  
Keith Medenblik, GTAA  
Jeff Barrow, GTAA

Item	Details
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1.0	<b>PRELIMINARY ITEMS – Toby Lennox</b> – Quorum was not achieved.
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1.2	Review and Approval of Agenda: Deferred.
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Item	Details
<b>1.3</b>	Review and Approval of April 20, 2011 Minutes: Deferred.
<b>1.3.1</b>	<ul style="list-style-type: none"><li>• T. Lennox welcomed Neil Bunn, new resident member representing City of Brampton.</li><li>• T. Lennox also welcomed the GTAA's new Manager - Community Engagement, Robyn Connelly.</li></ul>
<b>1.4</b>	Matters Arising from Previous Meeting – April 20, 2011
<b>1.4.1</b>	<ul style="list-style-type: none"><li>• B. Clark inquired about vehicles parking on the shoulder of roadways leading in and out of Toronto Pearson which is a safety hazard. T. Lennox responded that Toronto Pearson offers a cell phone lot for those who choose not to use the paid parking facilities. Due to construction activities the current location is temporary and once the new lot is available for use, plans are in place to update the way finding signage. Additional information will also be provided on the GTAA website in order to increase public awareness.</li></ul>
<b>2.0</b>	<b>REGULAR ITEMS</b>
<b>2.1</b>	<b>GTAA Information Update (handout) was reviewed briefly</b>
<b>3.0</b>	<b>DISCUSSION ITEMS</b>
<b>3.1</b>	<b>U.S. CBP Presentation</b> <ul style="list-style-type: none"><li>• K. Medenblik noted that United States Customs and Border Protection (CBP) has had staffing shortages which has resulted in long lines, missed flights, and frustrated guests at Toronto Pearson. The GTAA are examining the problem and trying to address the issue.</li><li>• The U.S. and Canada have one of the largest trading partnerships in the world, over one and a half billion dollars every day.</li><li>• Pre-clearance is very important at Toronto Pearson, as pre-cleared travelers arrive in U.S. as a domestic passenger. Over 1 million passengers depart annually from Toronto to U.S. destinations without CBP facilities. Without the Toronto pre-clearance these flights would not be possible.</li><li>• CBP's challenges are the fiscal uncertainties in the U.S resulting in pressure to cut back government expenditures. The existing staffing levels are inadequate to meet projected demands. There are also currently no American champions for pre-clearance in general and Toronto Pearson in particular.</li><li>• The GTAA has some short term solution initiatives which include updating the</li></ul>

Item	Details
	<p>Toronto Pearson website to inform guests of the current T1 U.S. pre-clearance departure process. An Operational and Communications' Program has been initiated with guest metering/queuing where guests can be seated in a lounge area with seating, video screens, children's play area to entertain guests while awaiting CBP processing.</p> <ul style="list-style-type: none"><li>• Long Term Advocacy Program: the GTAA will speak to the U.S. decision makers on the affect of preclearance constraints on travel across the border, and on the economy of targeted U.S. markets which rely upon trade with Canada.</li><li>• Nexus and Global Entry are excellent travel programs which allow pre-screened travelers expedited processing by U.S. and Canadian officials.</li><li>• The GTAA has retained a company to provide a Washington- based advocacy effort.</li><li>• H. Craig-Peddie noted there may be some opportunity for support through the Canadian Corporate Travel Association which includes Carlson-Wagonlit and Amex Travel. In addition to her role with ACTA, Ms. Peddie also oversees the admin. co-ordination for CCTA. She also indicated that ACTA are meeting with the American Society of Travel Agents (ASTA) in Vancouver the first week of September.</li></ul>

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## 2.2 GTAA Corporate Responsibility Report

J. Ritchie provided an overview of the soon-to-be-published 2010 Corporate Responsibility Report.

- The Corporate Responsibility Report discusses the GTAA's long term sustainability goals and is tied in with our strategic plan.
- The CR Report examines the GTAA's commitment to considering the environmental , economic and social impacts of our action to ensure that Toronto Pearson prospers well into the future, creating more value than we consume, maintaining our social license to operate, adapting to new and changing circumstances, and attracting and retaining guests, customers and employees.
- The first Corporate Social Responsibility Report was released in 2007 but was renamed in 2010 as it details more than just our social impact.

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## 2.3 Air Service - Development

J. Barrow provided an overview of the work our Air Service Development department has undertaken.

- Toronto Pearson embarked on a massive redevelopment in the past few years to meet the needs of the community and provide global access for the Greater
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Item	Details
	<p data-bbox="386 302 548 331">Toronto area.</p> <ul data-bbox="337 365 1360 1890" style="list-style-type: none"><li data-bbox="337 365 1360 504">• Air Service’s objective is to develop Toronto Pearson as a global hub by supporting connecting passenger growth. To do this they promote the widest range of competitive opportunities for air travel in the GTA, as well as maintain the relationships with the incumbent carriers (primarily Air Canada and WestJet).</li><li data-bbox="337 537 1360 604">• The goal is to obtain service to unserved and underserved markets (i.e., Philippines, South Africa, India and China).</li><li data-bbox="337 638 1360 806">• The process is a lengthy one that includes traffic analysis. We also identify route opportunities and target air carriers. Toronto’s demographics are reviewed, along with propensity to travel, and the economic prosperity of the area. Toronto is very ethnic diverse so the city has natural ties to various international destinations.</li><li data-bbox="337 840 1360 978">• The tools that help generate new business include incentive programs which help to mitigate the risks for an airline coming into a new market. One incentive is to reduce their landing fee by 50%. We also help new carriers work with key partners including Tourism Toronto.</li><li data-bbox="337 1012 1360 1180">• Toronto Pearson is recognized for outstanding operational efficiencies. The airport doesn’t close during the winter, and has exceptional safety and security. When many airports close down on the eastern seaboard during winter storms many flights are diverted to Toronto Pearson. It is invaluable to the airlines knowing we are still operating in Toronto despite the weather conditions.</li><li data-bbox="337 1213 1360 1314">• The future industry trends include approved destination status (ADS) by the government of China which formalized June 2010. The amount of traffic travelling from China to Canada has increased by 19% in the past year.</li><li data-bbox="337 1348 1360 1415">• Boeing’s new 787 will bring a smaller aircraft type for routes to South Africa or the Philippines that could not sustain a larger aircraft.</li><li data-bbox="337 1449 1360 1890">• Some of the successes Toronto Pearson achieved during 2010-2011:<ul data-bbox="435 1516 1360 1890" style="list-style-type: none"><li data-bbox="435 1516 922 1545">○ Eva Airways 3 times weekly to Taipei</li><li data-bbox="435 1579 971 1608">○ Hainan Airlines 3 times weekly to Beijing.</li><li data-bbox="435 1642 1019 1671">○ Copa Airlines 4 times weekly to Panama City.</li><li data-bbox="435 1705 1214 1734">○ Lufthansa-extending Dusseldorf to year round from seasonal.</li><li data-bbox="435 1768 1360 1835">○ Air Canada increased frequency to Bogota, Copenhagen, Santiago de Chile and Buenos Aires.</li><li data-bbox="435 1869 1360 1898">○ WestJet added service to Grand Cayman, San Juan and additional flights</li></ul></li></ul>

Item	Details
	<p>within the Eastern Triangle (YUL &amp; YOW).</p> <ul style="list-style-type: none"><li data-bbox="337 365 1360 537">• B. Clark inquired if there was a relationship being established between WestJet and Southwest Airlines. J. Barrow indicated there was a relationship, however WestJet had to call it off because the reservation system that Southwest Airlines had didn't work with their system, and two different itineraries would have to be scheduled.</li><li data-bbox="337 571 1360 638">• S. Amring inquired if the GTAA would be exploring opportunities in Brazil. J. Barrow responded in the positive.</li><li data-bbox="337 672 1360 739">• T. Lennox noted the market for the connecting traffic between Asia and South America is something the GTAA is interested in.</li></ul> <p>D. Albanese inquired how the GTAA determine show many companies want to come to Toronto from other destinations. J. Barrow responded the GTAA rely a lot on traffic data. If there is significant amount of traffic between Brazil and South America and Toronto, it is not going direct, it's going through Miami or Chicago, and we want to capture that information. This is the business case for the GTAA. Air Canada's flights going to Latin America are almost always full.</p>
<b>3.0</b>	<b>MEMBERS ROUNDTABLE: No comments.</b>
<b>4.0</b>	<b>CORRESPONDENCE: None at this time.</b>
<b>5.0</b>	<b>ADJOURNMENT: Next CC Meeting: November 16, 2011</b> at 11:00 a.m. in the GTAA Administrative Building, 3111 Convair Drive, Pearson Rooms A & B

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.