



Draft

- Date:** February 17, 2010
- Location:** GTAA Administration Building, Pearson Boardrooms A & B
- Chair:** Toby Lennox
- Attendees:** Tom AppaRao, Region of Peel  
Bill Clark, Brampton Board of Trade  
Patrick O'Brien, City of Brampton Resident  
Maja Prentice, Councillor, City of Mississauga  
Rick Cockfield, Region of Halton  
David Cavaco, for Councillor City of Toronto  
Heather Craig-Peddie, ACTA Ontario  
David Purkis, City of Toronto Resident
- Regrets:** Dino Basso, Region of York  
Charles Dorrington, Brampton Mississauga & District Labour Council  
Vicky Dhillon, Councillor, City of Brampton  
David Shiner, Councillor, City of Toronto  
Mike Lauber, Toronto Board of Trade  
Suresh Thakrar, City of Mississauga  
Pat Olive, Region of Durham  
George Kairys, Mississauga Board of Trade
- Resource Members:** Susan Amring, City of Mississauga  
Don Eastwood, City of Brampton  
John Golden, NAV Canada  
Henry Turner, Ministry of Tourism  
Russ Cruickshank, GTAA  
Kim Stefanazzi, GTAA
- Resource Members:** Rob Bergevin, Transport Canada  
Paul Steckham, Ministry of Transportation
- Absent:** Don Eastwood, City of Brampton  
Randy McLean, City of Toronto
- Guests and Others:** Debbie Ciccotelli, Tammy Cave, Jennifer Larson
- Next meeting:** June 2, 2010

Item	Details
<b>1.0</b>	<b>PRELIMINARY ITEMS – Toby Lennox</b>
1.1	Welcome and Roll Call Meeting began at 4:05 p.m. without quorum.
1.2	Approval of Agenda Deferred because we did not have quorum.
1.3	Review and Approval of June 3, 2009 Minutes. Deferred because we did not have quorum.
1.4	<p>Matters Arising from Previous Minutes (Action Items)</p> <p><b><u>December 2, 2009</u></b></p> <p><b><u>B. Clark raised an issue regarding his experience in the terminal with the ACAP program</u></b></p> <p>The incident was investigated and the item has been resolved.</p> <p><b><u>T. Lennox requested volunteers from Consultative Committee to assist with new GTAA website.</u></b></p> <p>R. Cockfield, D. Purkis and D. Cavaco have volunteered to assist with this project.</p> <p><b><u>Consultative Committee Work Plan for 2010</u></b></p> <p>There will be a Noise 101 presentation at the June 2nd meeting, and a Long Term Capacity and Other Constraints presentation September 1<sup>st</sup> meeting. There will be an airside tour for Consultative Committee members in December.</p> <p><b><u>D. Cavaco inquired about the Globe and Mail article regarding aircraft maintenance practices in Canada.</u></b></p> <p>T. Lennox recommended an SMS Systems presentation, which has been scheduled for June 2, 2010.</p> <p><b><u>B. Clark inquired about installing monitors to show arrivals and departures in the cell phone parking lots</u></b></p> <p>The GTAA is investigating the feasibility of this suggestion.</p>
<b>2.0</b>	<b>Regular Items</b>
2.1	The Consultative Committee Update was attached to the agenda.  We have summarized last year’s activities at Toronto Pearson in a new format in the

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	<p data-bbox="293 296 711 323">Committee Information Update.</p> <p data-bbox="293 352 1442 506">The GTAA has started to see consistent growth in international flights since May 2009. We also have some new services at Toronto Pearson: Cathay Pacific is bringing in three additional flights weekly, and EVA Air is offering direct service to Taiwan three days per week.</p> <p data-bbox="293 533 1442 604">D. Cavaco: Do you have any stats on passengers travelling to the Olympics? Are they flying through Pearson or flying directly to Vancouver?</p> <p data-bbox="293 632 1442 709">T. Lennox: Based on tracked routes, we estimate 40% – 50% of passenger traffic travelling to Vancouver is connecting through Toronto Pearson.</p>
<b>3.0</b>	<b>Discussion Items</b>
<b>3.1</b>	<b>Your Voice at Pearson</b>
	<p data-bbox="293 905 1442 1016">T. Lennox: The GTAA recognizes that we have to improve the passenger experience at Toronto Pearson. One of the new tools being used is an online panel called Your Voice At Pearson.</p> <p data-bbox="293 1043 1442 1197">Jennifer Larson from GTAA’s Marketing &amp; Commercial Development department introduced the program: <a href="http://www.yourvoiceatpearson.com">www.yourvoiceatpearson.com</a> which is a group of Toronto Pearson passengers interested in sharing their thoughts and opinions about the airport in an online environment</p> <p data-bbox="293 1224 1442 1455">In order to ensure a successful program it is necessary to engage these panelists through interesting surveys, the sharing of information, and an incentive to participate in the surveys. It’s a fast and cost effective way to communicate to our target market, to receive quick responses to poll questions, or to more complex strategic surveys. Other applications include idea generation from our panel members as well as a tool to nurture new product development.</p> <p data-bbox="293 1482 1442 1902">To create a panel membership, passengers complete an In-Terminal Usage and Attitudes Survey. This is a yearly survey the GTAA conducts at internet cafes set up in the terminals. Passengers are invited to participate in the survey and are given \$5.00 Tim Hortons gift certificates. We learn about passengers’ wants and needs, how Pearson is viewed by passengers, its strengths and weaknesses are, and what retail concessions they would like to see at Pearson. Panel membership numbers are currently at 1,780. Our goal is to get 3,000 plus members. This year the intention is to have more of an ongoing recruitment strategy. A key to the panel success is ensuring information is communicated back to panel members and that the GTAA is using their feedback to inform its business decisions. For example, a new bakery was opened in Terminal 3, and based on feedback from panel members, the tenant was encouraged to</p>

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	<p>offer organic, vegetarian options, at reasonable prices. All committee members will receive an e-mail invite to join the panel.</p> <p>T. AppaRao: Do panel members give regular input?</p> <p>J. Larson: On an annual basis 6,000 participate in the survey. From that pool of 6,000, 1,780 participate regularly.</p> <p>B. Clarke: Would the committee members be able to obtain a copy of the Usage and Attitude survey that is taken by passengers at the internet café?</p> <p>T. Lennox: The survey results could be presented to the committee members at our next meeting.</p> <p>D. Purkis: Are there repeat passengers on the panel, or is it often one time users?</p> <p>J. Larson: We have a wide variety of users, including business travellers who come through the airport twice a week, and leisure travellers that may only use Toronto Pearson once a year, but both are equally valid for different reasons.</p> <p>T. AppaRao: What role would you like committee members to play?</p> <p>J. Larson: The GTAA would like committee members to become panel members. The longtime vision for this panel would be to have the members segmented into different stakeholders groups.</p>
<b>3.1.1</b>	<p><b>Approval of Agenda</b> Quorum reached at 4:25 p.m. D. Cavaco approved the Agenda and P. O'Brien seconded it.</p>
<b>3.1.2</b>	<p><b>Approval of Minutes</b> R. Cockfield approved Minutes and D. Purkis seconded it.</p>
<b>3.2</b>	<p><b>Security at Toronto Pearson</b> T. Lennox discussed the airport security incident in Detroit on December 25, 2010, that prompted an immediate change in security procedures for those flying to the United States.</p> <p>D. Ciccotelli, GTAA Director, Safety and Security outlined the role the GTAA plays in airport security along with those of our key partners: CATSA, Peel Regional Police, the RCMP and Transport Canada.</p> <p>The Canadian Air Transport Security Authority (CATSA) is the agency that is</p>

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responsible for screening all passengers, non passengers, checked baggage, and as we move into the future - vehicle screening. Non passenger screening is done on a random basis, and whole baggage screening is based on a European model screening process. The full body scanner was deployed in Toronto on January 20, 2010.

One of the GTAA's main partners is Peel Regional Police (PRP), who are not only the police with criminal jurisdiction at Toronto Pearson, they are also under contract to the GTAA to provide policing and security services at Toronto Pearson. PRP have a full airport division of one hundred and ten officers, which include four uniform platoons, a criminal investigation unit and a tactical and rescue unit.

T. Lennox: The relationship the GTAA has with PRP is excellent. Unlike other airports, PRP have approached policing at the airport in a completely different way. PRP also train officers from other airports across the county at Toronto Pearson.

D. Ciccotelli: The RCMP is the federal jurisdiction at Toronto Pearson. They have a group that provides forensic identification, a federal enforcement group, an immigration task force, a Toronto drug enforcement unit, and a customs group. The RCMP are the agency that are authorized to respond to national security incidents, hijackings, bomb threats, and all other international incidents of a terrorist nature.

R. Cockfield: During the security incident in December, there were media reports that the RCMP were sent to the airport.

T. Lennox Noted CATSA is responsible for screening passengers. When the security incident took place in December, passengers were subjected to pat downs as an enhanced security measure. CATSA did not have enough staff available and requested assistance from the police force to provide additional officers. PRP were assisting with crowd control, and were also in the middle of the RIDE program, so the RCMP brought in additional officers to assist.

D. Ciccotelli: The GTAA's other partners include air carriers and tenants. Air carriers are responsible for the security of their facility, aircraft and passengers. Air carriers are also responsible for the screening of baggage, aircraft, cargo, mail, and catering suppliers. GTAA tenants must lock and secure all doors on their premises, and provide the GTAA with detailed security plans, which we review, approve, and monitor.

The GTAA has its own internal security groups that conduct response monitoring and inspection.

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Approximately eight million passengers travel to the U.S. from Toronto Pearson annually; which amounts to one hundred and ninety five flights a day, and twenty thousand passengers per day.

T. Lennox: Toronto Pearson is the largest pre-clearance entry point into the U.S.

T. AppaRao: Is Canada the only country in the world that does pre-board clearance into the U.S.?

D. Ciccotelli: Shannon, Ireland; Nassau, Bahamas; and Bermuda also have pre-clearance entry to the U.S.

T. Lennox: The advantages gained by having pre-clearance are immeasurable. Access to the U.S. would be cut down to those few airports to the U.S. that have customs. The number of airports in the U.S. that have customs agents is shrinking.

D. Ciccotelli: Weekdays from 6:00 a.m. – 7:00 a.m. there are sixteen hundred passengers arriving at the airport to depart for the U.S., and another sixteen hundred passengers from 7:00 a.m.– 8:00 a.m.

T. Lennox: The GTAA is concerned about how the new security measures are impacting the passenger experience.

Heather Craig-Peddie: The corporate side of aviation has really been impacted. Major tour operators have been asked if they have seen a shift in bookings from the U.S. to the Caribbean. They had said no, but anecdotally there was some impact.

T. Lennox: The GTAA will continue to work with CATSA to try and improve the flow of passengers. In the immediate term the GTAA is working to provide some entertainment for the passengers while they are waiting in line, promote the Smart Traveller Program, so the passenger can be informed about the wait time and what luggage they can bring.

Heather Craig-Peddie: Wanted to relay a complaint, that the luggage carts at Toronto Pearson should be free. The passenger travels all over the world and feels that passengers should not have to pay for a luggage cart.

T. Lennox: This is a major debate at Toronto Pearson. If the carts are free, they do not get returned and are found scattered across the parking garage. A survey was

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	conducted about how many passengers use the baggage carts and the results were 9% – 13%. This has a lot to do with wheeled luggage.
	Heather Craig-Peddie: Will forward this complaint to the GTAA.
4.0	<b>Members Update</b> There were no comments
5.	<b>Correspondence and News</b> There were no updates at this time.
6.	<b>Public Comments</b> There were no comments.
7.	<b>Adjournment</b> T. Lennox: The meeting was adjourned at 5:55 p.m. The next CC meeting is scheduled for <b>Wednesday, June 2, 2010 at 4:00 p.m.</b> at 3111 Convair Drive, Pearson Rooms A & B.

Minutes prepared by Kim Stefanazzi, (416) 776-3941, kim.stefanazzi@GTAA.com. Any errors or omissions in these minutes should be forwarded to the author immediately.