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- Date:** December 2, 2009
- Location:** GTAA Administration Building, Pearson Boardrooms A & B
- Chair:** Toby Lennox
- Attendees:** Tom AppaRao, Director of Transportation
Bill Clark, Brampton Board of Trade
Rick Cockfield, Halton Region
David Cavaco, for Councillor City of Toronto
Heather Craig-Peddie, ACTA Ontario
David Purkis, City of Toronto Resident
- Regrets:** Dino Basso, York Region
Charles Dorrington, Brampton Mississauga & District Labour Council
Vicky Dhillon, Councillor City of Brampton
Maja Prentice, Councillor, City of Mississauga
David Shiner, Councillor, City of Toronto
Mike Lauber, Toronto Board of Trade
Suresh Thakrar, City of Mississauga
Pat Olive, Commissioner Economic Development, Durham Region
George Kairys, Mississauga Board of Trade
Patrick O'Brien, City of Brampton Resident
- Resource Members:** Susan Amring, City of Mississauga
Don Eastwood, City of Brampton
John Golden, NAV Canada
Henry Turner, Ontario Ministry of Tourism
- Resource Members Absent:** Rob Bergevin, Transport Canada
Paul Steckham, Ministry of Transportation
Les Aalders, Air Transport Association of Canada
Pamela Laite, Tourism Toronto
Randy McLean, City of Toronto
Deborah Bonk, Vaughan Chamber of Commerce
Carol Greenwood, Mississauga Tourism
- Guests and Others:** Irene Hawrylyshyn, Kim Stefanazzi, Russ Cruickshank, George Thackray,
John Sharp, Jeff Barrow, Keith Medenblik
- Next meeting:** February 17, 2010

Item	Details
1.0	PRELIMINARY ITEMS – Toby Lennox
1.1	<p>Welcome and Roll Call</p> <p>T. Lennox welcomed all in attendance. R. Cruickshank conducted the roll call.</p> <p>T. Lennox noted there are two members from the GTAA for which this will be their last meeting. Irene Hawrylyshyn and George Thackray are retiring from the GTAA.</p> <p>T. Lennox thanked them for their assistance and contribution to the committee's work.</p>
1.2	<p>Approval of Agenda</p> <p>Agenda was approved by David Cavaco and seconded by Richard Cockfield.</p>
1.3	<p>Review and Approval of June 3, 2009 Minutes</p> <p>Minutes were approved by Bill Clark and seconded by Mike Lauber.</p> <p>T. Lennox noted that we did not have Quorum for this meeting.</p>
1.4	<p>Matters Arising from Previous Minutes (Action Items)</p> <p>T. Lennox: There were no unresolved issues from the last meeting. Following our last meeting on September 2, 2009, we provided a tour of the Emirates A380.</p>
2.0	Regular Items
2.1	<p>The Consultative Committee Update was attached to the agenda.</p> <p>T. Lennox discussed the tragedy that had occurred at Pearson: the accidental death of Lucca Romano. T. Lennox noted the impact it had on the lives of the family and the airport community. The GTAA has made a donation to the Romano family on behalf of all employees through a trust fund that has been set up at TD Bank. Every Friday, GTAA employees donate \$2.00 to wear jeans for the Casual for a Cause campaign. On November 27, 2009, money raised will go to the Romano family trust fund.</p> <p>T. Lennox: Aviation lags approximately six to eight months behind the rest of the economy. The traffic at Pearson is currently stable, our transborder has recovered by 1%, and international traffic remains very robust. At today's meeting, the Air Services Development Department will address how they approach some of these issues.</p> <p>Bill Clark raised an issue regarding the Airport Customer Assistance Program (ACAP) as he recently experienced some difficulties in the terminal. The GTAA is currently investigating this issue.</p> <p>T. Lennox gave a brief overview of the ACAP program, which involves the provision of wheelchairs, and customer assistance. The responsibility for providing wheelchairs and</p>

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	<p>surreys is the responsibility of the air carriers. The GTAA took over the ACAP program for a period of time and in May of 2009 the contract was de-bundled. Different air carriers required various service levels, so it was preferable for the air carriers to deal with the passenger assistance program directly. The GTAA is continuing to manage and maintain the service levels. Wheelchair service is optional to the air carriers, and some choose to provide this service themselves: Pakistan International Airlines, Air Canada, Cathay Pacific, and Korean Air.</p> <p>B. Clark was dealing with Thomas Cook, and they tend to have a high demand for wheelchairs, and a low capacity to pay for them. For certain destinations, there is a higher demand for wheelchairs, for example the flights in and out of Miami. B. Clark: Is Thomas Cook's responsibility to assist passengers to the lounge? Does the GTAA take over the service from there?</p> <p>T. Lennox: Thomas Cook's obligation is much greater than that. During inbound flights, the service is from seat to baggage claim and then to curb or parking. On outbound flights, the service is from check-in to the seat.</p> <p>B. Clark: Are the surreys the responsibility of the airlines?</p> <p>T. Lennox: The GTAA, (not the airlines) are responsible for the surreys.</p> <p>B. Clark: In this particular case, the passengers were deplaned to the lounge, and then a surrey was made available.</p> <p>T. Lennox: the surrey travels on a set route that is not specific to the flights, and the issue with the surreys gets exacerbated. The surreys were not meant to replace the wheelchairs, which is why the GTAA are investigating.</p> <p>T. Lennox acknowledged receiving a copy of a letter from Heather-Craig Peddie from The Association of Canadian Travel Agencies (ACTA). In November 2009, ACTA sent a letter to Minister Baird talking about the concern they had regarding the amount of ground rent that is paid generally, and during these economic times airport rent is one of the major contributors to the airports being uncompetitive.</p>

3.0 Discussion Items

3.1 Open Skies and Air Services

T. Lennox: introduced Jeff Barrow, Manager Air Services Marketing Department who gave an overview of the Air Services initiatives that Toronto Pearson has undertaken in terms of business opportunities and more services for our surrounding communities in Toronto. J. Barrow also discussed the increased number of bilateral agreements that promote the widest range of competitive opportunities for air travel in Toronto, as well

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as maintaining good relationships with the air carriers. Toronto Pearson is also being developed as a global gateway to Europe, South America and Asia and is strategically well positioned in terms of location.

In determining target markets, Air Service Development follows a process based on analysis, relationship management, and economic factors. Initially they prepare a traffic analysis, and use internal data as well as data from external sources. They identify route opportunities and then target carriers. In Toronto, they examine the area demographics which include economy, population and socio-economic factors. The airlines are interested in what Toronto brings in terms of economic value. This allows the opportunity to build upon what Toronto offers, in particular, our demographic and cosmopolitan nature. This examination is done in partnership with tourism agencies, including Tourism Toronto, when they meet with air carriers.

Route priorities are identified along with potential air carriers that could fly that particular route. They establish contacts with airline representatives, and that cycle can range from 2 - 4 years. The GTAA has a dedicated operations group that assist the air carriers to integrate into Pearson including establish office space, IT support, and gate allocation.

As Air Service Development is identifying route priorities and carriers, they also examine whether there are appropriate rights in place to accommodate each route. If not, these markets are included in the GTAA's bilateral priorities.

The GTAA shares its priorities with Transport Canada, who develop the government's international air policy and in particular the negotiating mandate for the Department of Foreign Affairs & International Trade, who hold talks with approximately 10 - 20 countries per year. Since 2007, 29 countries have been identified as priorities for Toronto Pearson. Of those, 15 have resulted in formal negotiations.

An example: Turkish Airlines successfully established an air service between Toronto and Istanbul. Turkey was one of Toronto Pearson's top unserved markets. More than 30,000 passengers travel between Toronto and Istanbul every year. Many of those passengers were going through the U.S. The GTAA worked closely with the federal government, and advocated for negotiations of an agreement with Turkey, which allowed for new service to this market.

T. Lennox: There are 30,000 passengers that travel between Istanbul and Toronto, but we have discovered that there was also a large volume of connecting traffic.

J. Barrow: When we spoke to Turkish Airlines, they indicated that passenger traffic is going to other destinations beyond Istanbul, including locations such as Tehran and India.

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B Clark: Do you also track increase in cargo movements through the airlines?

J. Barrow: Yes that is another aspect of the business. For example, LAN Cargo operate a service at Toronto Pearson from Santiago Chile to New York. Their cargo component is actually quite lucrative for them.

B. Clark: Have Turkish Airlines been able to capitalize on the cargo market?

J. Barrow: We haven't yet had that discussion with Turkish Airlines.

Heather Craig-Peddie: Turkish Airlines passenger bookings are up over 70%, and they have been very successful at Toronto Pearson.

Heather Craig-Peddie: Turkish Airlines are 3 days a week, and they had requested service 5 days a week. How does the GTAA pursue this type of request?

K. Medenblik: In general, the GTAA identifies opportunities for growth, and then adds those markets to our priority list. We talk to Transport Canada and outline why a particular market is important to use and encourage our government to engage the foreign government in bilateral negotiations. Transport Canada will do its own analysis of what the impact is on the local economy and on our national carrier and decide whether or not to act on our recommendations.

D. Purkis: What difficulties do you encounter with Transport Canada when you are negotiating initial service or increased service?

T. Lennox: It varies from country to country. Sometimes it is scheduling problems, economic factors, at times they want to promote other airports other than Toronto Pearson.

J. Barrow reviewed some of the successes Toronto Pearson achieved in 2009 despite the economic downturn:

- Air India increased to daily B777 service to India
 - AeroMexico added daily B737 service to Mexico City
 - Emirates added capacity to Dubai with A380 service
 - Icelandair - additional 42 frequencies to Reykjavik
 - Turkish - 3-times weekly service to Istanbul
 - Korean Air increased to daily B777 service to Seoul
 - Transaero - additional 30 flights to Moscow
 - Air Canada increased capacity to Tokyo with B777 service
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- WestJet added service to Miami and Atlantic City and increased frequency to several Caribbean destinations

3.2 Workplan 2010

T Lennox: Requested committee members to assist in identifying workplan priorities for 2010. There were two items from our 2009 workplan that we still have to review in 2010 and they were long term capacity and other constraints, as well as noise issues. T. Have we ever had a Noise 101 class at a Consultative Committee?

D. Purkis: We have never had one since I have been a member.

T. Lennox: We will have to schedule something for 2010.

T. Lennox: Noted that the GTAA is upgrading their website in 2010 in order to increase service to the passengers and community. T. Lennox requested volunteers to assist with this site, and if any of the members were interested, the GTAA's target is to launch the new site by the end of 2010.

Tom AppaRao: A few of our staff members in Peel Region are involved in transportation websites and could provide assistance. T. Lennox: We would appreciate any support you could give us in this area.

R. Cockfield: When you are discussing the noise issue, and reaching out through the web, our community see and hear the aircraft. but as a community don't see the value the airport brings to the city. Are you pursuing social media as well?

T. Lennox: We are examining social media as well, and how we would use it at Toronto Pearson. We spent some time with Maple Leaf foods looking at their system, and I am interested in the organizations you are dealing with. One major downfall of social media is that it is generational. As the population ages, our ability is going to be increasingly challenged. We can't assume that because information is on the web, we have reached everyone.

R. Cockfield: We had a representative speak to our staff about social media, and they provided the policies and guidelines for the federal government. They had some interesting examples.

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	<p>T. Lennox: When you think of social media you tend to think of Facebook, but there are numerous other social media software applications available. T. Lennox: Another issue I would like to discuss with this committee is the federal government is doing a large initiative on the Quebec Ontario Continental Gateway and Trade Corridor. The GTAA is very active in this area and will be addressing the municipalities in 2010 to discuss this issue. It has proven to be of great value in both Pacific and Atlantic Canada. There are a lot of opportunities, and the advantage that Toronto Pearson has to offer is a capacity that is not found anywhere else.</p> <p>D. Cavaco: There was an article in the Globe and Mail about aircraft maintenance faulty practices in Canada. T. Lennox: it is called Safety Management Systems (SMS), which is also applicable to airports. The GTAA is a leader in SMS, and first recommended the concept after the Dryden inquiry as it was felt that the prescriptive checklist approach to safety management failed in Dryden. A presentation on SMS will be scheduled in 2010.</p> <p>B. Clark: I would like to recommend installing curbside monitors to show arrivals and departures in the cell phone lots. I think it would be beneficial when people are picking up passengers at the terminals.</p> <p>T. Lennox: It's a great idea, we can check into it; however, I'm not certain the GTAA would be able to provide this information. MTO has restrictions regarding live digital display.</p>
4.0	Members Update
	There were no comments.
5.	Correspondence and News
	No updates at this time.
6.	Public Comments
	There were no comments.
7.	Adjournment
	<p>T. Lennox: We still do not have quorum for this meeting. The meeting was adjourned. The next CC meeting is scheduled for Wednesday, February 17, 2010 at 4:00 p.m. at 3111 Convair Drive, Pearson Rooms A & B.</p>