



Minutes – Cool Rexdale Project Meeting  
July 29th, 2009 @ 10:00 a.m. to 12:00 p.m. - GTAA

**In attendance:** *Chris Rickett (TRCA), Jinho Lee (TRCA), Yves Danteu (TRCA), Bill Gray (Semple-Gooder), Denis Theriault (Semple-Gooder), Mike Taylor (Tremco), Paul Sheehy (Tremco), Kerry Johnston (Humber College), Wendy Loiselle (Woodbine Entertainment), Nav Mundi, Ian Brown (City of Toronto) and Mark Singh (City of Toronto).*

### 1. Introduction

- The purpose of the Cool Rexdale Program is to promote the installation of green and cool roofs in Rexdale, while building career path opportunities for young people from the neighbourhood.

### 2. Cool Rexdale Framework Overview

- Jinho Lee presentation on the framework on Cool Rexdale Program (presentation attached).

### 3. Discussion on Elements

#### a) Program Concept

- All partners present agreed to the basic concept of Cool Rexdale as an opportunity to promote economic, environmental and social objectives in the Rexdale community.
- Numerous advanced roofing systems were introduced in the meeting, but the main focus of the project will be based on the implementation of cool and green roofs; however, other sustainable solutions should be promoted by Semple-Gooder if the opportunity arises.

#### b) Partner Rolls

- No objections were made regarding partner rolls from individuals at the meeting.
- Further confirmation from City of Toronto's Environment Department and Social Services Department are still required.

### **ACTION ITEM:**

- ***Group to finalize document and request for program support from City of Toronto and present Cool Rexdale Program to the city for the start of September.***

#### c) Hiring

- Bill Gary from Semple-Gooder introduced issue involving the union policy and hiring workers.
- Paul Sheehy from Tremco indicated possibility of hiring new workers.
- Kerry Johnston from Humber College indicated potential availability of students capable of drafting and performing cost estimation for roofing projects.

#### d) Targets

- The program targets still need to be refined based on the job opportunities available with Semple-Gooder and Tremco, further information required includes

a list of jobs, and an estimate of the square footage of roofing completed in the area over the past three years.

**ACTION ITEMS:**

- ***Semple-Gooder to provide estimate of annual square footage re-roofed in Rexdale in each of the past three years.***
- ***Semple-Gooder and Tremco to provide list of potential jobs.***

e) Programs to be Accessed

- It was clarified in the meeting that the Eco-Roof Program funds \$2/m<sup>2</sup> on spray on roof coating and \$5/m<sup>2</sup> on more intensive cool roof upgrades.

**ACTION ITEMS:**

- ***TRCA to set-up meeting with Social Services to confirm availability of job training program dollars.***
- ***Group to propose a dedicated dollar amount for Rexdale and access with no application deadline to the City of Toronto.***

f) Referral Process

- All members agreed to direct potential clients to Semple-Gooder.

g) Marketing Plan

- It is in the interest to invite the Mayor on the launch date of Cool Rexdale; other projects and initiatives of Partners and Project Green will be launched on the same date as well – October 15, 2009.
- Businesses and organizations that agree to participate in Cool Rexdale program will receive media coverage during the launch ceremony.
- Information flyer on Cool Rexdale program will be distributed to businesses in Rexdale Business Park.

**ACTION ITEMS:**

- ***Denis Theriault from Semple-Gooder to provide photographs to Jinho Lee of TRCA to be used in marketing flyer.***
- ***Denis Theriault to speak with Kerry Johnston from Humber College to check possibility of involving students to film roofing projects.***

**4. Next Steps**

- TRCA to organize a meeting with Semple-Gooder, John Cartwright of the Toronto and York Labour Council and Mike Layton of the Blue-Green Alliance to discuss union involvement in the project.
- TRCA to provide the total coverage of roof space in Rexdale to better determine potential roofing targets.
- TRCA to revise Cool Rexdale Project Framework document to reflect discussions of this meeting and finalize with stakeholders in time for the end of the August.