
Date: October 7, 2013

To: Strategic Priorities and Policy Committee, City of London

From: LCC Board of Directors

Subject: London Convention Centre Corporation Board Recommendation

Recommendation:

The LCC Board of Directors recommends Titus Ferguson to the LCC Board as the “Emerging Leaders” representative as well as representing the digital media industry with the first year of this three-year term from December 1, 2013 to November 30, 2014.

The LCC Board of Directors recommends a Second 3-year term for Dr. Ron Holliday with the first year of this second term running until November 30, 2014 to be approved by the current sitting Council.

Background:

Under Section 4.1 of City of London By-law NO. A-5357-298 the LCC Board currently consists of the Mayor as a member ex officio and ten members appointed by Council:

- Two of whom shall be members of Council
- Six of whom may be engaged full-time in or otherwise representative of one of the following sectors of the community:
 - hospitality
 - travel and transportation
 - health
 - business
 - marketing or public relations
 - digital media
 - sports
 - agriculture or agrifoods
 - education
- one of who shall not be engaged either full-time or part-time in any sector mentioned above
- one whom may, but need not, be a member of the not-for-profit corporation Emerging Leaders London Community Network

The LCC Board seeks potential Board members who are leaders in their industry field and who are connectors to their community enhancing the LCC's potential to attract new convention opportunities for the City.

The current LCC Board of Directors includes the following community appointments:

Board Appointment	Sector Rep.	First Term	Second Term	Total Potential Years Served
Kristina Shaw, Director at Large	Emerging Leaders	2008-2010	2011-2013	5.75
Brian Soanes	Business	2010-2011	2012-2014	5
Dr. Ron Holliday	Medical	2011-2013	2014-2016	6
Dr. E. Hewitt	UWO - Institutions	2010-2012	2013-2015	6
Jeannine Cookson	Hospitality – Fanshawe College	2010-2012	2013-2015	5.5
Michael Seabrook	Travel/Transportation	2011-2012	2013-2014	4
John Irwin	Ivey School of Business	2012-2014	2015-2017	6
Steve Peters	Agri-Foods	2013-2015	2016-2018	6
Mayor Fontana	City of London	2011-2014		4
Councillor Paul Hubert	City of London	2011-2014		4
Councillor Bill Armstrong	City of London	2011-2014		4
Art Zuidema	City of London			

Kristina Shaw who is the current LCC Board Chair and Emerging Leader's representative leaves the LCC board in December 2013 after serving for almost six years. Titus Ferguson was recommended by Emerging Leader's and interviewed by the LCC Executive Committee. Background information on Mr. Ferguson follows.



TITUS FERGUSON

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PROFILE

I work daily to find new and exciting ways to fix old problems and think creatively. I've had an opportunity to work for a variety of amazing companies. Companies that are building great products caring for their employees, as well as their community. (rtraction, Big Viking Games)

My skills are unconventional and honed from a passion and commitment to everything I do. I care about delivering value to others, and empowering people and organizations to be the best at what they do.

EXPERIENCE

BUSINESS OPERATIONS MANAGER, BIG VIKING GAMES, LONDON, ON — 2011 -2013

Work closely with co-founders to develop and implement strategic plans, company goals and initiatives and create associated policies and procedures. Develop and execute business and marketing plans to further the Big Viking brand in the local and international community. Manage a number of corporate service divisions and responsibilities including: IT, Marketing and PR, Finance, Legal and Real Estate. Work closely with production to develop and execute against timelines. Business Development and government relations. Oversee daily operations of the Big Viking Games London studio.

DIGITAL MEDIA STRATEGIST, RTRACTION, LONDON, ON — 2009 - 2011

Work directly with clients on a wide range of digital and web based projects. Responsible for ensuring project scope and details were clearly defined. Coordinated and manage developers and designers to ensure timelines and budgets are met. Involved in sales, quoting and proposal writing processes. Deliver in-depth and relevant social media consulting, training and presentations to various organizations and events. Help set strategic direction for the company with respect to operational efficiencies and new product development.

BIOLOGIST, BIOLOGIC, LONDON, ON — 2008 - 2009

Prepared environmental impact studies, initial scoping reports and natural heritage studies as part of development applications. Involved in the ongoing approval process and liaison with review agencies, clients and landowners, from the initial stages to completed development. Conducted and provided support for field studies and analyzed the collected data. Gained in depth knowledge of the approval process and the environmental legislation that guides applications.

EDUCATION

University of Western Ontario — BSc, Biology 2008

SKILLS / RELEVANT EXPERIENCE

EXECUTIVE DIRECTOR, UNLONDON DIGITAL MEDIA ASSOCIATION — 2009 - PRESENT

Founded the UnLondon Digital Media Association with two co-founders in 2009 and took over Executive Director responsibilities in 2012. UnLondon's platform is related to challenging and embracing ideas related to new technologies and social platforms through the education, entertainment and engagement of its membership and the community-at-large. Responsible for developing and implementing strategic planning within the organization. Represent UnLondon to the broader community and to increase its profile and collaborative involvement.

MUSEUM LONDON, MARKETING AND DEVELOPMENT COMMITTEE — 2010 - PRESENT

Assist in setting the marketing direction and strategic plan for Museum London. Collaborate on both the online and offline promotions. Provide recommendations on fundraising and partnerships. Chaired committee since 2013.