

Webinar

ULI Toronto: Women Transforming Toronto: Female Developers Delivering Iconic Projects

Date: May 01, 2024

00:00:00 --> 00:00:03: Today's program, my name is Kim Beckman, I'm the Co
00:00:03 --> 00:00:06: founder of the Development Collective in Toronto on behalf
of
00:00:06 --> 00:00:10: ULI Toronto and our partner in the presentation of today's
00:00:10 --> 00:00:12: webinar, the Women's Development Collaborative.
00:00:12 --> 00:00:15: We are delighted to have you all here as people
00:00:15 --> 00:00:18: finish coming into the meeting room and that will take
00:00:18 --> 00:00:21: some time because we are well over 400 participants, which
00:00:21 --> 00:00:22: is terrific.
00:00:22 --> 00:00:25: We will play a brief video about the Women's Leadership
00:00:25 --> 00:00:28: Initiative in Toronto and all the benefits of your involvement.
00:00:42 --> 00:00:45: City building has traditionally tended to be very male heavy
00:00:45 --> 00:00:49: or male dominated, so really it's about women helping
women.
00:00:49 --> 00:00:51: Probably every few weeks someone is someone has sent my
00:00:51 --> 00:00:54: way somehow looking for career advice and I always make
00:00:54 --> 00:00:56: time I I love making the new connections.
00:00:56 --> 00:01:01: There are other women's organizations that do amazing
work, but
00:01:01 --> 00:01:04: for the ULI network, this was it first and we
00:01:04 --> 00:01:07: had women joining ULI and I think men too joining
00:01:07 --> 00:01:12: because the Women's Leadership Initiative was there and
the great.
00:01:12 --> 00:01:15: Thing is that it shines a spotlight on women leaders
00:01:15 --> 00:01:18: and in on accomplished women in real estate.
00:01:18 --> 00:01:19: Hope to see.
00:01:19 --> 00:01:20: More.
00:01:20 --> 00:01:23: Women, more Black and racialized women who were really
part
00:01:23 --> 00:01:26: of the sector and particularly in leadership roles.

00:01:26 --> 00:01:27: I think that would be really important.

00:01:27 --> 00:01:31: I think for with WLI think specifically, there's there's an

00:01:31 --> 00:01:35: opportunity even in our conversations and we had the podcast

00:01:35 --> 00:01:36: to think more broadly.

00:01:42 --> 00:01:43: Thank you and we welcome your AC.

00:01:45 --> 00:01:48: We welcome your active involvement in WLI.

00:01:48 --> 00:01:51: Links to both ULI and WLI membership information and all

00:01:51 --> 00:01:53: they have to offer you'll find in the chat.

00:01:54 --> 00:01:57: And now Libby Seifel of the Women's Development Collaborative will

00:01:57 --> 00:02:00: share some more information about this dynamic organization.

00:02:03 --> 00:02:05: Good morning, everyone and welcome.

00:02:05 --> 00:02:09: The Women's Development Collaborative is our WDC as we fondly

00:02:09 --> 00:02:12: know her is a network of women leaders who inspire,

00:02:12 --> 00:02:16: promote and and support women who lead transformative real estate

00:02:16 --> 00:02:17: developments.

00:02:17 --> 00:02:19: Like the women featured on today's program.

00:02:20 --> 00:02:23: Many WDC women are members of ULIWLI and were part

00:02:23 --> 00:02:27: of the impetus of starting WLI nationally and locally in

00:02:27 --> 00:02:29: their district councils.

00:02:30 --> 00:02:34: So we're particularly excited to be collaborating with ULI Toronto

00:02:34 --> 00:02:37: WLI on today's program that builds upon WD CS programs

00:02:37 --> 00:02:39: held in Toronto last spring.

00:02:39 --> 00:02:42: You can learn more about WDC on our website.

00:02:42 --> 00:02:46: But in summary, WDC is a very niche organization focused

00:02:46 --> 00:02:49: on very particular goals to build.

00:02:50 --> 00:02:53: Empowering women developers to build more and more projects to

00:02:54 --> 00:02:56: invest in those women and those projects.

00:02:56 --> 00:03:00: Increasing access to capital and promoting investment by women to

00:03:00 --> 00:03:01: inspire.

00:03:01 --> 00:03:05: Promoting economic opportunity and expanding women in the development supply

00:03:05 --> 00:03:06: chain and workforce.

00:03:07 --> 00:03:10: And last but not least, to transform, building healthy, inclusive

00:03:10 --> 00:03:13: and vibrant developments that benefit women and communities.

00:03:13 --> 00:03:18: Today's program will showcase how these women leaders

are advancing

00:03:18 --> 00:03:21: these 4 dimensions and how they exemplify one of my

00:03:21 --> 00:03:24: favorite quotes by Toronto lover Jane Jacobs.

00:03:24 --> 00:03:28: Cities have the capability of providing something for everybody only

00:03:28 --> 00:03:32: because and only when they are created by everybody, including

00:03:32 --> 00:03:33: all of the women in the room.

00:03:34 --> 00:03:34: Thank you.

00:03:42 --> 00:03:43: Thank you, Libby.

00:03:46 --> 00:03:49: Today's event and all other ULI programming would not be possible without the support of UL is annual sponsors in addition to WL is annual sponsors.

00:03:49 --> 00:03:53: I would like to thank all of our sponsors for their support.

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00:03:58 --> 00:04:01: Now more than ever, ULI, Toronto and WLI rely on the support of sponsors to put on high quality programs that drive our mission to shape the future of the built environment for transformative impact in our communities and worldwide.

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00:04:12 --> 00:04:14: To all of our sponsors, thank you.

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00:04:31 --> 00:04:34: Thank you, Kim, and good afternoon, everyone.

00:04:34 --> 00:04:35: Thank you for joining us today.

00:04:35 --> 00:04:38: Before we move on to the dynamic discussion ahead, we will begin with a land acknowledgement.

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00:04:42 --> 00:04:46: As a Toronto region based organization, we acknowledge the land we are meeting on virtually in this traditional territory of many nations including the Mississaugas of the Credit, the National B, the Chippewa, the Huda Nashone, the Wanda peoples and it is now home to many diverse First Nations, Inuit MET peoples.

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00:05:08 --> 00:05:09: We also acknowledge that Toronto is covered by Treaty 13 with the Mississaugas of the Credit.

00:05:09 --> 00:05:10: We are all Treaty people.

00:05:10 --> 00:05:13: Many of us have come here as settlers, immigrants and

00:05:13 --> 00:05:16: newcomers in this generation or generations past.

00:05:17 --> 00:05:22: ULI Toronto stands in solidarity with Indigenous communities, demanding action

00:05:22 --> 00:05:26: and accountability for the ongoing legacy of the residential school

00:05:26 --> 00:05:26: system.

00:05:27 --> 00:05:30: We'd like to also acknowledge and honor those who came

00:05:30 --> 00:05:34: here involuntarily, particularly descendants from those who were brought here

00:05:34 --> 00:05:35: through enslavement.

00:05:36 --> 00:05:38: To better understand the meaning behind this land.

00:05:38 --> 00:05:43: Acknowledgement ULI recommend for programs that you can find on

00:05:43 --> 00:05:45: our ULI Toronto website page.

00:05:46 --> 00:05:48: We have also included a link in the chat to

00:05:48 --> 00:05:50: some of our block history resources.

00:05:51 --> 00:05:54: These resources provide a wealth of information, so please check

00:05:54 --> 00:05:54: them out.

00:05:55 --> 00:05:58: Now it is my pleasure to introduce you to our

00:05:58 --> 00:06:03: moderator, Zara Ibrahim, Co founder of Monumental Projects, who will

00:06:03 --> 00:06:05: introduce our panelists.

00:06:05 --> 00:06:08: Zara's full bio will be dropped into the chat.

00:06:09 --> 00:06:11: And with that, please join me in welcoming Zara.

00:06:13 --> 00:06:15: Thanks so much, Kat, and welcome, everyone.

00:06:15 --> 00:06:19: Welcome all 198 folks who have joined us this afternoon.

00:06:19 --> 00:06:23: I'm Zara Ebrahim, and I'm really excited to welcome our

00:06:23 --> 00:06:24: two panelists in 5 minutes.

00:06:26 --> 00:06:28: And before I do, I'm going to just take us

00:06:28 --> 00:06:29: on a quick journey.

00:06:29 --> 00:06:32: I know that we have folks calling in from Toronto,

00:06:32 --> 00:06:35: the region around Toronto and then just from all over

00:06:35 --> 00:06:36: Canada and the US.

00:06:36 --> 00:06:40: So I've been asked to contextualize today's discussion with a

00:06:40 --> 00:06:43: bit of A-frame that we've we've sort of been talking

00:06:43 --> 00:06:46: about in the context of Uli, in the context of

00:06:46 --> 00:06:48: of thinking about housing.

00:06:48 --> 00:06:50: And for those of you who are not deep in

00:06:50 --> 00:06:53: the Toronto context, we Torontonians love to talk about our

00:06:53 --> 00:06:53: city.

00:06:53 --> 00:06:56: And just to give you the context of a defining

00:06:56 --> 00:07:00: characteristic of Toronto that will sort of that underpins what's

00:07:00 --> 00:07:03: faring, which we're going to talk about today, which is

00:07:03 --> 00:07:06: Toronto as North America's most diverse city, but Toronto as

00:07:06 --> 00:07:07: an arrival city.

00:07:07 --> 00:07:09: So we can go to the next slide.

00:07:10 --> 00:07:12: You know, there's a quote from Toronto journalist and author

00:07:12 --> 00:07:15: Doug Saunders, who wrote about the description of an arrival

00:07:15 --> 00:07:18: city in the context of specific neighbourhoods around the

00:07:18 --> 00:07:20: world

00:07:18 --> 00:07:20: as these parts of the city where people settle when

00:07:20 --> 00:07:21: they move.

00:07:21 --> 00:07:25: They're these transitive places where families temporary

00:07:21 --> 00:07:25: temporarily settle to

00:07:25 --> 00:07:29: establish themselves economically and socially before they

00:07:25 --> 00:07:29: integrate into the

00:07:29 --> 00:07:30: mainstream population.

00:07:30 --> 00:07:33: And so today, as we talk about Toronto, what's really

00:07:33 --> 00:07:35: unique about it is that it's an arrival city in

00:07:35 --> 00:07:36: its entirety.

00:07:36 --> 00:07:39: So one in three of all new immigrants to Canada,

00:07:39 --> 00:07:40: Canada settled here in Toronto.

00:07:40 --> 00:07:42: We can go to the next slide.

00:07:43 --> 00:07:46: So things you should know if you're not from Canada

00:07:46 --> 00:07:48: that Canadians are typically a humble bunch.

00:07:48 --> 00:07:50: So if we move to the next slide, you'll see

00:07:50 --> 00:07:52: that, you know, over the last few decades, you know,

00:07:52 --> 00:07:55: Toronto has been excellent at being in a rival city,

00:07:55 --> 00:07:58: not perfect, but we've been great at welcoming and

00:07:55 --> 00:07:58: integrating

00:07:58 --> 00:07:58: newcomers.

00:07:59 --> 00:08:01: And by global comparison, we're, we're largely sort of there's

00:08:01 --> 00:08:03: a strong argument that we're best in class.

00:08:03 --> 00:08:06: You know, we're consistently the most livable, top 10 most

00:08:06 --> 00:08:08: livable city and global rankings.

00:08:08 --> 00:08:10: You can see in this chart that we have the

00:08:10 --> 00:08:14: highest percentage of born born residents that basically enter

00:08:10 --> 00:08:14: any

00:08:14 --> 00:08:17: major city in the world where majority immigrant, majority

00:08:14 --> 00:08:17: racialized

00:08:17 --> 00:08:17: city.

00:08:18 --> 00:08:20: And then third on the right, you see that as

00:08:20 --> 00:08:22: a nation we have the highest level of support for

00:08:22 --> 00:08:24: immigration of any major developed countries.

00:08:24 --> 00:08:27: So we say that diversity is our strength is our

00:08:27 --> 00:08:27: city motto.

00:08:27 --> 00:08:30: We have prided our place ourselves as being a place

00:08:30 --> 00:08:33: for social inclusion and social mobility as possible for people

00:08:33 --> 00:08:34: from all over the world.

00:08:34 --> 00:08:37: That's allowed us to grow and thrive and there are

00:08:37 --> 00:08:40: dark clouds on the horizon that puts our prize sort

00:08:40 --> 00:08:43: of Toronto status under real threat and pressure today.

00:08:43 --> 00:08:45: So before we talk to Sherry and and Faring about

00:08:45 --> 00:08:48: their great work, we want to give you some context

00:08:48 --> 00:08:51: about how we've sort of the context of how we're

00:08:51 --> 00:08:55: responding and how we've responded over the last few generations

00:08:55 --> 00:08:57: to this influx of newcomers.

00:08:57 --> 00:08:59: So if we go to the next slide, I just

00:08:59 --> 00:09:02: want to contextualize the geography of Toronto.

00:09:02 --> 00:09:04: So for some of you, this may be a new

00:09:04 --> 00:09:04: one.

00:09:04 --> 00:09:07: For those of you in different parts of the city,

00:09:07 --> 00:09:09: settle in for something familiar, but you can see the

00:09:09 --> 00:09:10: region here.

00:09:10 --> 00:09:12: And what you can focus in on is Toronto is

00:09:12 --> 00:09:14: that little area in yellow, the 416.

00:09:14 --> 00:09:17: It's Drake calls it the six and ringed on all

00:09:17 --> 00:09:20: sides sort of north of the lake are our suburbs,

00:09:20 --> 00:09:22: which we call the nine O 5 and in many

00:09:22 --> 00:09:25: cases are cities in their own right as they develop

00:09:25 --> 00:09:26: their green fields.

00:09:26 --> 00:09:29: You know, many of these suburbs that you see in

00:09:29 --> 00:09:32: all these different colours are upwards of 708 hundred 900,000

00:09:32 --> 00:09:32: people.

00:09:34 --> 00:09:37: And just for context, sort of before the 1960s, Toronto

00:09:37 --> 00:09:40: was predominantly welcoming newcomers from from Europe and post 1960s

00:09:40 --> 00:09:42: the rest of the world show up and I'll talk

00:09:42 --> 00:09:44: about that in a minute as to where they sort

00:09:44 --> 00:09:46: of settled across the region.

00:09:46 --> 00:09:48: So if we move to the next slide to show

00:09:48 --> 00:09:51: you another image of our Toronto region, and this is

00:09:51 --> 00:09:52: Al love this image.

00:09:52 --> 00:09:56: It is all about the languages spoken other than English

00:09:56 --> 00:09:57: in our region.

00:09:57 --> 00:10:00: And so one of the things you'll see is that,

00:10:00 --> 00:10:02: you know, in when you look at who lives where

00:10:02 --> 00:10:05: and outside of the core of the city, one, since

00:10:05 --> 00:10:08: the 1990s, a major trend has been that people arrive

00:10:08 --> 00:10:11: in, in the city, they live in older towers closer

00:10:11 --> 00:10:12: to the core.

00:10:12 --> 00:10:14: And when they can, they move to suburbs in the

00:10:14 --> 00:10:15: nine O 5.

00:10:15 --> 00:10:17: So if you look at the languages spoken in the

00:10:17 --> 00:10:20: nine O 5, you'll see a really eclectic and diverse

00:10:20 --> 00:10:22: mix of folks living in those places and those downtown

00:10:23 --> 00:10:26: ethnic enclaves and working class communities have

00:10:26 --> 00:10:28: become gentrified as

00:10:26 --> 00:10:28: newcomers move out to the nine O 5.

00:10:29 --> 00:10:31: Now the the thing that we want to flag as

00:10:31 --> 00:10:34: we go into this conversation is that recent newcomers,

00:10:34 --> 00:10:37: especially

00:10:34 --> 00:10:37: those who are lower income, settle in towers in what

00:10:37 --> 00:10:40: are called the inner suburbs, which is just between the

00:10:40 --> 00:10:43: sort of gentrified downtown core and this ring of suburbs,

00:10:43 --> 00:10:44: the nine O 5.

00:10:44 --> 00:10:45: There is a ring of what we call the inner

00:10:45 --> 00:10:48: suburbs and that's where a lot of our newcomers stay.

00:10:48 --> 00:10:50: So, you know, big trend in Toronto has been the

00:10:50 --> 00:10:51: growth of the nine O 5.

00:10:52 --> 00:10:53: And this trend is you start in the city, you

00:10:54 --> 00:10:56: get your feet under you, you go to the burbs.

00:10:57 --> 00:10:59: But that's changing.

00:10:59 --> 00:11:01: And so a lot of folks are are sort of

00:11:01 --> 00:11:04: getting stuck in this sort of inner suburb tower condition

00:11:04 --> 00:11:07: and are not sort of seeing that social mobility we've

00:11:07 --> 00:11:09: seen over generations.

00:11:09 --> 00:11:12: So, you know, I briefly talked about how we've, you

00:11:12 --> 00:11:15: know, been a city that's full of newcomers historically doing

00:11:15 --> 00:11:18: a great job at social inclusion and mobility.

00:11:18 --> 00:11:20: But what we've achieved is under threat right now because

00:11:21 --> 00:11:23: of two things that we're going to speak about today.

00:11:23 --> 00:11:26: One is the housing crisis and the cost, the rising

00:11:26 --> 00:11:29: cost of homes in in Toronto, in the region.

00:11:30 --> 00:11:32: And at the same time, due to demographic issues, our

00:11:32 --> 00:11:35: future as a nation means that we've had to bring

00:11:35 --> 00:11:37: more and more immigrants in to slow the aging of

00:11:37 --> 00:11:38: our population.

00:11:38 --> 00:11:40: And so, you know, we've got housing prices at a
00:11:40 --> 00:11:44: historic high when people need rental apartments,
immigrations at record
00:11:44 --> 00:11:45: highs.
00:11:45 --> 00:11:48: So just for context, last year Canada brought in 400,000
00:11:48 --> 00:11:48: immigrants.
00:11:49 --> 00:11:51: Our goal is half a million a year.
00:11:51 --> 00:11:53: The last year we we brought in 400,000 immigrants.
00:11:53 --> 00:11:56: Broadly, our goal is half a million a year nationally
00:11:56 --> 00:11:58: for a country of 48 million people.
00:11:58 --> 00:12:01: So we have the highest immigration rate of any OECD
00:12:01 --> 00:12:05: country right now and the highest population growth rate.
00:12:05 --> 00:12:09: And just another sort of grounding piece is that from
00:12:09 --> 00:12:12: 1950 to 1975, those rental apartments that newcomers kind
of
00:12:12 --> 00:12:15: settle in, those were built in 1950 to 1975 when
00:12:15 --> 00:12:19: there was huge amounts of investment in rental apartments
and
00:12:19 --> 00:12:22: specifically federal investments in social housing.
00:12:23 --> 00:12:26: And in the 1990s, we just stopped, it's government funding
00:12:26 --> 00:12:29: disappeared and we've just restarted in the last decade.
00:12:29 --> 00:12:32: But we are nowhere near the level level we need
00:12:32 --> 00:12:34: of and the kind of housing that we need and
00:12:34 --> 00:12:38: the kind of affordable units that we need that people
00:12:38 --> 00:12:40: typically use to get a foothold in the market.
00:12:40 --> 00:12:43: Because now we sort of transitioned more to condos built
00:12:43 --> 00:12:46: around transit nodes and downtown neighbourhoods as part
of urban
00:12:46 --> 00:12:48: renewal in that core that I'm speaking about.
00:12:49 --> 00:12:51: So we've moved from a city of neighbourhoods to a
00:12:51 --> 00:12:52: divided city.
00:12:52 --> 00:12:54: And that's kind of the trend we're going to talk
00:12:54 --> 00:12:54: about today.
00:12:55 --> 00:12:56: And so if we go to the next slide and
00:12:56 --> 00:12:59: I'm almost done, we're about to get to our panellists.
00:12:59 --> 00:13:02: But I I would be remiss not to mention a
00:13:02 --> 00:13:06: Toronto scholar, David Holchansky, and who created these
maps that
00:13:06 --> 00:13:10: sort of articulate, you know, this map specifically articulates
in
00:13:10 --> 00:13:13: the 1970s, Toronto was a city of neighbourhoods.
00:13:13 --> 00:13:16: And you see these middle class neighbourhoods in yellow
across
00:13:16 --> 00:13:16: the city.

00:13:17 --> 00:13:20: And, and sort of like all major cities, we've had

00:13:20 --> 00:13:21: this renewed interest in the urban.

00:13:21 --> 00:13:24: So the creative and upper middle class folks have wanted

00:13:24 --> 00:13:26: more of an urban lifestyle.

00:13:26 --> 00:13:29: So if you go to the next slide, you'll see,

00:13:29 --> 00:13:33: I believe it's 2015, you'll see how this has changed.

00:13:33 --> 00:13:36: So educated professionals have moved into the

00:13:36 --> 00:13:37: neighbourhoods in the

00:13:37 --> 00:13:40: downtown core.

00:13:40 --> 00:13:44: You'll see that in blue there were once more ethnic

00:13:44 --> 00:13:47: enclaves, lower income communities and new newcomers,

00:13:47 --> 00:13:50: working class folks.

00:13:50 --> 00:13:52: Racialized communities have increasingly now shifted to

00:13:52 --> 00:13:55: where the areas

00:13:55 --> 00:13:59: you see in red, the inner suburbs, and they're predominantly

00:13:59 --> 00:14:02: in tower communities in those places.

00:14:02 --> 00:14:05: And the the piece to note as we go into

00:14:05 --> 00:14:09: our conversation today is that these arrival neighbourhoods

00:14:09 --> 00:14:12: that are

00:14:12 --> 00:14:14: supposed to be places of transition, these areas you see

00:14:14 --> 00:14:17: in red are becoming places that people actually can't leave.

00:14:17 --> 00:14:21: And these inner suburbs, these red areas that you see

00:14:21 --> 00:14:24: on the map are being defined by seventy 8090% racialized

00:14:24 --> 00:14:28: and majority working class populations.

00:14:28 --> 00:14:32: So a divided city like this, you know, it really

00:14:32 --> 00:14:36: threatened social integration and the connectedness that

00:14:36 --> 00:14:40: made Toronto really

00:14:40 --> 00:14:44: great.

00:14:44 --> 00:14:47: So as we go into this conversation, just zooming out,

00:14:47 --> 00:14:50: you know, we have this flourishing city, this flourishing

00:14:50 --> 00:14:54: metropolis,

00:14:54 --> 00:14:57: this sort of flourishing downtown core that's coming into its

00:14:57 --> 00:15:00: own.

00:15:00 --> 00:15:04: Consistently in the top five for most construction cranes and

00:15:04 --> 00:15:07: play in the world.

00:15:07 --> 00:15:10: Fastest growing major city in North America, hub for tech

00:15:10 --> 00:15:14: and culture, admitting Canada's admitting more immigrants

00:15:14 --> 00:15:17: than ever.

00:15:17 --> 00:15:20: And now it's the highest growth rate in the G7.

00:15:20 --> 00:15:24: But at the same time, it's becoming so expensive, like

00:15:24 --> 00:15:27: so many cities across North America and around the world

00:15:27 --> 00:15:31: is becoming impossible for someone to arrive, settle in in

00:15:31 --> 00:15:34: a few years, afford a home.

00:14:59 --> 00:15:02: And you know, as someone said really articulately recently, Toronto

00:15:02 --> 00:15:02: used to be a city.

00:15:02 --> 00:15:03: You came to make it.

00:15:03 --> 00:15:06: Now you need now you must have made it to

00:15:06 --> 00:15:07: come to Toronto.

00:15:07 --> 00:15:10: So the fact that we're seeing newcomers come and get

00:15:10 --> 00:15:13: stuck, and we're seeing social mobility slow, and we're seeing

00:15:13 --> 00:15:15: sort of the base of poverty and working poverty.

00:15:16 --> 00:15:19: It's increasingly racialized and increasingly determined by newcomer status.

00:15:20 --> 00:15:22: We know that housing is, you know, at the core

00:15:22 --> 00:15:23: of the solution.

00:15:23 --> 00:15:25: So we go into, as we go into this conversation

00:15:25 --> 00:15:28: today, just keeping that in mind that as this great

00:15:28 --> 00:15:31: work that Sharon and Zaring are doing, one of the

00:15:31 --> 00:15:33: things we hope to talk about today is how they're

00:15:33 --> 00:15:37: addressing some of these populations that are really struggling to

00:15:37 --> 00:15:40: access the housing they need to access social mobility.

00:15:40 --> 00:15:44: So with that rapid fire context, it's just the City

00:15:44 --> 00:15:45: of Toronto.

00:15:46 --> 00:15:48: I am very excited to welcome our panellists for what

00:15:48 --> 00:15:51: I know is going to be an amazing and rich

00:15:51 --> 00:15:54: discussion where we're going to go into specific ideas and

00:15:54 --> 00:15:57: solutions that they've been working on that are addressing some

00:15:57 --> 00:15:58: of these core issues.

00:15:59 --> 00:16:01: I will I will do a brief introduction.

00:16:01 --> 00:16:02: Their BIOS will be in the chat.

00:16:02 --> 00:16:06: So we have Sheri Larjani, the President of Spotlight Developments,

00:16:06 --> 00:16:10: Aaron Yankee, the Executive Vice President of Real Estate Finance

00:16:10 --> 00:16:12: and Development at Dream, welcome both.

00:16:13 --> 00:16:13: Thank you.

00:16:14 --> 00:16:14: Thank.

00:16:14 --> 00:16:15: You.

00:16:15 --> 00:16:16: OK.

00:16:16 --> 00:16:19: So now that we've travelled across the region really quickly,

00:16:19 --> 00:16:22: you know, I think a nice place to start is,

00:16:22 --> 00:16:25: you know, hearing from each of you, what is the

00:16:25 --> 00:16:28: thing that gets you more most excited about the future

00:16:28 --> 00:16:31: of development in Toronto that you think our guest today
00:16:31 --> 00:16:32: need to know?
00:16:32 --> 00:16:35: Like where are there great areas of opportunity and and
00:16:35 --> 00:16:37: you know, where are you sort of starting to see
00:16:37 --> 00:16:40: some of the biggest threats and, and either you can
00:16:40 --> 00:16:40: start.
00:16:42 --> 00:16:45: First of all, I just wanted to thank you Li
00:16:45 --> 00:16:47: Toronto as well as WLWLI.
00:16:47 --> 00:16:50: As a former WLI champion, I'll say go go.
00:16:51 --> 00:16:52: I think it's fantastic.
00:16:52 --> 00:16:55: I was inspired by women that was recognized before and
00:16:55 --> 00:16:59: hope that whatever I contribute would be something that
others
00:16:59 --> 00:17:02: will see as a representation and for women's development.
00:17:02 --> 00:17:03: Collaborate.
00:17:03 --> 00:17:06: Thank you for this collaborative effort and allowing us to
00:17:06 --> 00:17:08: have this conversation here, Zara.
00:17:09 --> 00:17:11: I thought it was a tremendous presentation.
00:17:11 --> 00:17:12: It just grounds me.
00:17:12 --> 00:17:15: 20 years ago I came to Toronto and feel so
00:17:15 --> 00:17:18: fortunate that I'm here to be able to have this
00:17:18 --> 00:17:23: conversation and contribute in very little to what this country
00:17:23 --> 00:17:26: and the city has given me to create this life.
00:17:26 --> 00:17:29: But also be here to represent that there is social
00:17:29 --> 00:17:33: mobility, there is economic mobility, but also there's an
opportunity
00:17:33 --> 00:17:36: to be part of city building and transforming what the
00:17:36 --> 00:17:39: community is going to be in the shape that representing
00:17:39 --> 00:17:43: our lived experiences, experiences, but also representing
who we are.
00:17:44 --> 00:17:48: The question that you asked, I think it was really
00:17:48 --> 00:17:52: reflecting on it, is to what you just presented is
00:17:52 --> 00:17:56: that demographic and the people around here on this panel
00:17:57 --> 00:18:00: as well as those on the call is who has
00:18:00 --> 00:18:03: a seat at the table making decisions today.
00:18:03 --> 00:18:05: And I think that is exciting for me.
00:18:05 --> 00:18:08: It's like we are here being part of this decision
00:18:08 --> 00:18:12: making and reflecting back in 20 years ago to where
00:18:12 --> 00:18:15: I'm today, it's like I'm like I see more women
00:18:15 --> 00:18:19: in dresses being part of this decision than just pants,
00:18:19 --> 00:18:22: Gray pants, suits with grey hair, I would say.
00:18:22 --> 00:18:25: So I think that is something to celebrate on who
00:18:25 --> 00:18:28: has a seat at the table making decisions, but executing

00:18:28 --> 00:18:31: and implementing in the policy and programs.

00:18:32 --> 00:18:34: Do we need to go further and more?

00:18:34 --> 00:18:36: Of course, there's no question about it.

00:18:36 --> 00:18:38: But I just want to say that that's what's exciting

00:18:38 --> 00:18:41: because I think we work with our lived experience and

00:18:41 --> 00:18:44: with the intentionality on the decisions that we're making because

00:18:44 --> 00:18:47: we want to make sure that those who came before

00:18:47 --> 00:18:49: us that has given us that opportunity.

00:18:49 --> 00:18:53: We are recognizing that responsibility and accountability on the decisions

00:18:53 --> 00:18:56: that we're making today, recognizing the crisis, but also the

00:18:56 --> 00:18:56: opportunity.

00:18:57 --> 00:19:00: And the second that makes me really excited is because

00:19:00 --> 00:19:03: of the diversity of people who are part of making

00:19:03 --> 00:19:07: this decisions on the built environment is the architectural design.

00:19:08 --> 00:19:12: You see Indigenous architecture come about and play, which we

00:19:12 --> 00:19:16: have an example at Canary Landing in, in in Toronto,

00:19:16 --> 00:19:19: 70% of the units and 30% of the units will

00:19:19 --> 00:19:21: be affordable housing for 99 years.

00:19:22 --> 00:19:24: I think I do have a slide if, if you're

00:19:24 --> 00:19:28: like Toronto could just show that it's just about embracing

00:19:28 --> 00:19:31: about who's making these decisions and you're able to see

00:19:31 --> 00:19:35: the transformative impact on the built environment.

00:19:35 --> 00:19:40: So it is an example of it's the Canary Landing

00:19:40 --> 00:19:41: project.

00:19:41 --> 00:19:44: I think it was slide 28 to 29 where I

00:19:44 --> 00:19:48: think in Globe and Mail it was recognized as of

00:19:48 --> 00:19:55: architectural excellence and that's a good example of the opportunities.

00:19:55 --> 00:19:57: I think that was your next question on the opportunities,

00:19:57 --> 00:19:58: it is partnership.

00:19:59 --> 00:20:02: That project is an example of all three levels of

00:20:02 --> 00:20:05: government working with the private sector as well as with

00:20:05 --> 00:20:08: the non for profit sector on ensuring that we are

00:20:08 --> 00:20:10: addressing affordable housing.

00:20:10 --> 00:20:12: The crisis that we have today.

00:20:13 --> 00:20:17: It's the page prior to that, the slide prior to

00:20:17 --> 00:20:18: that exactly.

00:20:18 --> 00:20:20: So here you have 770.

00:20:21 --> 00:20:25: It's on provincial land for 99 year ground lease, 7030%

00:20:25 --> 00:20:28: will be affordable and it ranges from 40% of average

00:20:28 --> 00:20:32: market rate rent to of course more to market rental

00:20:32 --> 00:20:33: rates.

00:20:33 --> 00:20:37: And it's a beautiful architectural experience that we can be

00:20:37 --> 00:20:37: so proud of.

00:20:38 --> 00:20:40: So it doesn't mean that if it's if it has

00:20:40 --> 00:20:43: affordable housing that you have to discount or not have

00:20:43 --> 00:20:45: architectural excellence to it.

00:20:47 --> 00:20:50: Your question on the biggest threat, I think, Zara, you

00:20:50 --> 00:20:52: nailed it in your presentation.

00:20:52 --> 00:20:55: How do we reconcile the urgency of the crisis that

00:20:55 --> 00:20:59: we're facing today about affordability, which is about income

00:20:59 --> 00:21:03: and

00:20:59 --> 00:21:03: other aspects of people being able to afford affordable

00:21:03 --> 00:21:05: housing

00:21:03 --> 00:21:05: just in terms of the number of built units that

00:21:05 --> 00:21:09: we need and the climate crisis while we are reconciling

00:21:09 --> 00:21:11: with the tough economic environment.

00:21:11 --> 00:21:14: And I think this is a moment in time that

00:21:14 --> 00:21:18: it really calls for collective action where we cannot be

00:21:18 --> 00:21:22: divisive, but collectively what we want this future to be.

00:21:22 --> 00:21:25: So we have to think about short term, long term.

00:21:25 --> 00:21:28: And I've been really pleased and encouraged by the

00:21:29 --> 00:21:33: Canadian

00:21:29 --> 00:21:33: federal government's budget, which really does embrace that

00:21:33 --> 00:21:37: opportunity.

00:21:33 --> 00:21:37: It's a little bit long winded Zara, but your question

00:21:37 --> 00:21:38: had a lot of aspects.

00:21:39 --> 00:21:42: And and just before we go to Sherry, I'll just

00:21:42 --> 00:21:44: say, you know, there's you made me think staring of

00:21:44 --> 00:21:47: one of my favorite articles is by Margaret Wheatley and

00:21:47 --> 00:21:50: it's about new types of leadership from here, from from

00:21:50 --> 00:21:51: hero to host.

00:21:51 --> 00:21:54: And a lot of what you're talking about is, you

00:21:54 --> 00:21:56: know, talking about going away from the the the sort

00:21:56 --> 00:21:59: of a single leader or single organization as the hero

00:21:59 --> 00:22:01: that did something right.

00:22:01 --> 00:22:04: Going to sort of this idea of a great leadership

00:22:04 --> 00:22:08: is hosting and being being able to facilitate a collective

00:22:08 --> 00:22:10: of partners to do great things together.

00:22:10 --> 00:22:12: So it's very like, you know, I like to think

00:22:13 --> 00:22:15: of it as as feminine leadership and and what you're

00:22:15 --> 00:22:18: talking about even just the way that that you're working

00:22:18 --> 00:22:21: in that collective really embodies that.

00:22:22 --> 00:22:24: Sherry, same triple header question to you.

00:22:24 --> 00:22:24: Well.

00:22:26 --> 00:22:30: First of all, I acquire everything Siring said about obviously

00:22:30 --> 00:22:32: Wli and Uli and Uli, obviously.

00:22:32 --> 00:22:35: And again, as someone who's been involved with them, I,

00:22:35 --> 00:22:39: I again, very much appreciate everything that they're doing.

00:22:39 --> 00:22:42: And you know, I, I, I also don't want to

00:22:42 --> 00:22:44: sort of be repeating everything Seren is saying.

00:22:44 --> 00:22:47: But I also do agree with the fact that the

00:22:47 --> 00:22:52: diversity in the development industry is definitely something that I

00:22:52 --> 00:22:56: find as, as something that's, you know, exciting.

00:22:56 --> 00:23:01: Again, considering that we started by showcasing so many of

00:23:01 --> 00:23:04: those women in one of our projects that got a

00:23:04 --> 00:23:07: lot of bittersweet sort of publicity.

00:23:07 --> 00:23:11: And when I say bittersweet, it's because there, you know,

00:23:11 --> 00:23:14: the, the, it was very nice to get that attention,

00:23:14 --> 00:23:17: but it was also sort of making sure that we

00:23:17 --> 00:23:20: realized that that was an actual problem and that it

00:23:20 --> 00:23:22: is something to be looked at.

00:23:22 --> 00:23:25: So I still think that there is a lot of

00:23:25 --> 00:23:29: room for diversity to sort of continue to happen in

00:23:29 --> 00:23:30: our industry.

00:23:31 --> 00:23:33: And I do agree that that is something that's very

00:23:33 --> 00:23:34: exciting.

00:23:34 --> 00:23:37: And I also think that another thing that's extremely exciting

00:23:37 --> 00:23:40: about the City of Toronto is all of these new

00:23:40 --> 00:23:42: ideas that I hear in the development industry and the

00:23:42 --> 00:23:45: things that they're doing with the projects and the new

00:23:45 --> 00:23:49: innovation that they're bringing in, whether it is technology,

00:23:49 --> 00:23:52: whether

00:23:49 --> 00:23:52: it is the use of amenities, whether it is they

00:23:52 --> 00:23:55: the style of buildings that they're building and the way

00:23:55 --> 00:23:56: they're using it.

00:23:56 --> 00:23:58: That kind of takes note from everything that we are

00:23:58 --> 00:24:01: going through, whether it was the the COVID.

00:24:01 --> 00:24:04: That we went through with the, you know, everybody being

00:24:04 --> 00:24:06: stuck in a, in a confined space in the condos

00:24:07 --> 00:24:09: or the fact that, you know, we have, you know,

00:24:09 --> 00:24:12: an economic crisis where it doesn't allow everyone to be

00:24:12 --> 00:24:15: able to buy, you know, bigger units, building a smaller

00:24:15 --> 00:24:19: units, but, but making them more functional and also focusing

00:24:19 --> 00:24:22: on the amenities and the spaces and bringing, you know,

00:24:22 --> 00:24:25: a lot of the services that weren't looked at before.

00:24:25 --> 00:24:28: And, you know, the amenities were always, Hey, let's build

00:24:28 --> 00:24:30: a party room and maybe put a pool table in

00:24:30 --> 00:24:30: there.

00:24:30 --> 00:24:33: But now it's, it's, it's growing and it's shaping up

00:24:33 --> 00:24:36: to be something where people can actually use it.

00:24:36 --> 00:24:40: And those spaces are, are being, being very much thought

00:24:40 --> 00:24:45: about versus just spaces that you sort of allocate in

00:24:45 --> 00:24:47: the projects and condos.

00:24:47 --> 00:24:48: And I think I find that very exciting.

00:24:48 --> 00:24:51: And I and I look forward to seeing a lot

00:24:51 --> 00:24:54: more of those things coming to our industry so that

00:24:54 --> 00:24:56: we can all sort of take lessons from them and

00:24:57 --> 00:24:59: then implement them in our projects.

00:24:59 --> 00:25:01: Because I think it is important to pay attention to

00:25:01 --> 00:25:05: every space that we're designing, whether it is amenities or

00:25:05 --> 00:25:06: the units or whatever else.

00:25:06 --> 00:25:10: And what scares me, at least in the city of

00:25:10 --> 00:25:14: Toronto is the fact that we have a problem with

00:25:14 --> 00:25:18: our infrastructure and the transportation system.

00:25:18 --> 00:25:20: That literally scares me.

00:25:20 --> 00:25:23: Looking at the projects that some I'm even involved in

00:25:23 --> 00:25:26: and you know, we build a 60 Storey condo with

00:25:26 --> 00:25:27: no parking.

00:25:27 --> 00:25:29: Yes, I agree that saves me a lot of money.

00:25:29 --> 00:25:32: And as a developer putting up my hat on, I

00:25:32 --> 00:25:33: say, hey, kudos to that.

00:25:33 --> 00:25:36: Let's not build that, you know, parking spot and let's

00:25:36 --> 00:25:40: just move ahead with, you know, building as many floors

00:25:40 --> 00:25:43: as I want without the care because I'm close to

00:25:43 --> 00:25:43: transportation.

00:25:43 --> 00:25:47: But I also, on the other hand, see that people

00:25:47 --> 00:25:50: are so much reliant on their cars and they are

00:25:50 --> 00:25:53: working and making income using their cars.

00:25:53 --> 00:25:56: So it makes me worried about the transportation, the traffic

00:25:56 --> 00:26:00: and infrastructure in this country scares me because every

00:26:00 --> 00:26:03: project

00:26:03 --> 00:26:06: that we touch has somehow needs to be dealing with

00:26:06 --> 00:26:09: some sort of an updated infrastructure system that we have

00:26:06 --> 00:26:09: in the city of Toronto and having to do with

00:26:09 --> 00:26:11: that constantly on projects.

00:26:11 --> 00:26:14: Instead of you focusing on the things that are important,

00:26:14 --> 00:26:16: you have to focus on something that is unrelated to

00:26:16 --> 00:26:18: the actual work of the developer.

00:26:18 --> 00:26:20: But it is more on the hands of the cities

00:26:20 --> 00:26:24: to and the provinces and the country to actually focus

00:26:24 --> 00:26:25: on and improve on.

00:26:25 --> 00:26:26: And I can see that they are doing it at

00:26:27 --> 00:26:29: different levels of government are are implementing

programs to help

00:26:29 --> 00:26:30: with that.

00:26:30 --> 00:26:33: But that's what scares me, hearing people complain about

traffic

00:26:34 --> 00:26:34: all the time.

00:26:34 --> 00:26:36: Time scares me.

00:26:36 --> 00:26:39: And, and you know, I, I, I find that one

00:26:39 --> 00:26:42: of our biggest threats, even if we figured out every

00:26:42 --> 00:26:46: other threat, which is the economic decline and all the

00:26:46 --> 00:26:49: other problems, we have to build more housing that is

00:26:49 --> 00:26:51: still going to be there.

00:26:51 --> 00:26:53: And it's it's going to cause us a lot of

00:26:53 --> 00:26:53: issues.

00:26:54 --> 00:26:56: You know, that's, that's a great point, Sherry.

00:26:56 --> 00:26:59: And, and just, you know, I think it's important actually

00:26:59 --> 00:27:02: to note that like, you know, in, in, in both

00:27:02 --> 00:27:04: of the work that you do, you're sort of you're,

00:27:04 --> 00:27:07: you're putting out a value proposition, a quality of life

00:27:07 --> 00:27:10: that someone could access by living in these spaces.

00:27:10 --> 00:27:12: But it, it's all good and fine if, when they're

00:27:12 --> 00:27:15: in this container of the building or the space that

00:27:15 --> 00:27:16: their life is good.

00:27:16 --> 00:27:18: But then if they're spending 90 minutes commuting each way

00:27:18 --> 00:27:21: to work, you know, that's specifically going to impact their

00:27:21 --> 00:27:23: mental health and their experience of the, the housing and

00:27:23 --> 00:27:25: the developments that you're providing.

00:27:26 --> 00:27:26: I'm interested in.

00:27:26 --> 00:27:29: And I should probably, just like I should have said

00:27:29 --> 00:27:31: this right at the start to all of the folks

00:27:31 --> 00:27:34: that are coming in, the 240 folks that are listening

00:27:34 --> 00:27:36: in, please put questions in the Q and AI can't

00:27:36 --> 00:27:38: promise I'll get to all of them, but I am

00:27:38 --> 00:27:41: keeping an eye just to make sure that we're weaving

00:27:41 --> 00:27:43: your curiosities into this discussion.

00:27:43 --> 00:27:45: And just as we sort of build on what you

00:27:45 --> 00:27:48: both said, I think one thing that strikes me about

00:27:48 --> 00:27:51: each of you and your practice and your work is

00:27:51 --> 00:27:53: your ability to innovate and respond to some of these

00:27:54 --> 00:27:56: sort of constraints and conditions that we face here in

00:27:57 --> 00:27:57: Toronto.

00:27:57 --> 00:27:59: And so I think I'd love to know, I think

00:27:59 --> 00:28:03: we'd all love to know what innovations or strategies you're

00:28:03 --> 00:28:07: currently focusing on in your developments, whether that's,

00:28:07 --> 00:28:11: you know,

00:28:07 --> 00:28:11: through innovating in partnerships or the actual buildings

00:28:11 --> 00:28:13: themselves.

00:28:11 --> 00:28:13: Would love to hear sort of some examples of some

00:28:13 --> 00:28:14: of what you're doing.

00:28:16 --> 00:28:18: Eric, you want to go first on that?

00:28:19 --> 00:28:20: Sure, I'll do.

00:28:21 --> 00:28:21: Thank you.

00:28:21 --> 00:28:24: So I think one of the things that we're doing,

00:28:24 --> 00:28:26: and again, I think maybe the team can put up

00:28:27 --> 00:28:29: the the slides that we have is focusing on the

00:28:29 --> 00:28:33: biggest problem at hand in the city of Toronto currently,

00:28:33 --> 00:28:35: which is the affordable housing.

00:28:35 --> 00:28:37: So I think maybe we can move on to the

00:28:37 --> 00:28:39: next slide if that's possible.

00:28:39 --> 00:28:39: Yeah.

00:28:39 --> 00:28:41: So what we are doing in our projects is we're

00:28:41 --> 00:28:43: thinking of affordable housing in a different way and we're

00:28:43 --> 00:28:46: putting a different lens on when we're looking at affordable

00:28:46 --> 00:28:46: housing.

00:28:46 --> 00:28:50: And that is to instead of just focusing on building

00:28:50 --> 00:28:54: a small percentage of the project as affordable housing and

00:28:54 --> 00:28:58: to only consider rental as the affordable to or the

00:28:58 --> 00:29:03: affordable type of housing, we're focusing on bringing in

00:29:03 --> 00:29:06: affordable

00:29:03 --> 00:29:06: and attainable rental and ownership.

00:29:06 --> 00:29:08: And we're bringing it at the percentage that's never been

00:29:08 --> 00:29:09: done before.

00:29:09 --> 00:29:12: So we're bringing in 70% affordable and attainable ownership

00:29:12 --> 00:29:14: and

00:29:12 --> 00:29:14: housing to this conversation.

00:29:14 --> 00:29:18: And this is what is we've been working on.

00:29:18 --> 00:29:21: And the thing that we're doing again, differently in these

00:29:21 --> 00:29:23: projects and the innovation that we think we're bringing is
00:29:23 --> 00:29:26: and, and, and I'm not saying it hasn't been done
00:29:26 --> 00:29:28: before, but maybe not as extensive as we have is
00:29:28 --> 00:29:32: the partnerships we're bringing in partnerships with the not-
for-profit organizations
00:29:32 --> 00:29:33: that are, that are here to help us.
00:29:33 --> 00:29:37: And these partners are the partners that have had the
00:29:37 --> 00:29:41: experience of being, in being a part of the, being
00:29:41 --> 00:29:45: part of the conversation of affordable housing for a very
00:29:45 --> 00:29:46: long time.
00:29:46 --> 00:29:49: And we're bringing them in as partners so that we
00:29:49 --> 00:29:53: can help ourselves be able to, you know, get to
00:29:53 --> 00:29:56: the next level and, and, and be able to achieve
00:29:56 --> 00:29:58: what we need to achieve.
00:29:58 --> 00:30:01: And we are also thinking of this project and all
00:30:01 --> 00:30:04: of our projects, not in the silo of housing.
00:30:04 --> 00:30:07: We're looking at it as a community project where we
00:30:07 --> 00:30:10: bring in all the services and everything that a community
00:30:10 --> 00:30:14: needs to thrive and survive and, and prosper, instead of
00:30:14 --> 00:30:17: just looking at getting, giving, getting, putting a roof over
00:30:17 --> 00:30:18: somebody's head.
00:30:19 --> 00:30:20: And we expand on it.
00:30:20 --> 00:30:22: And I think the next two slides that you can
00:30:22 --> 00:30:25: sort of go to, the next slide, it kind of
00:30:25 --> 00:30:27: shows you how we're looking at all the problems and
00:30:27 --> 00:30:29: the sources of this crisis.
00:30:29 --> 00:30:31: And then the next slide will show you how we
00:30:31 --> 00:30:32: are addressing them.
00:30:32 --> 00:30:36: And therefore we are able to address the problem of
00:30:36 --> 00:30:38: affordable housing.
00:30:39 --> 00:30:40: Amazing.
00:30:40 --> 00:30:42: I mean, I have so many follow up questions so
00:30:42 --> 00:30:44: maybe I'll let Thering jump in and then ask them
00:30:44 --> 00:30:45: all at once.
00:30:46 --> 00:30:49: I have to really commend Sherri and her team just
00:30:50 --> 00:30:54: in terms of the thought process, but also the intentionality
00:30:54 --> 00:30:57: of what she's choosing to do in terms of creating
00:30:57 --> 00:30:59: that sense of community.
00:30:59 --> 00:31:02: And I think it's, it's very similar in terms of
00:31:02 --> 00:31:06: how we take that approach because I think like I
00:31:06 --> 00:31:10: would like to believe by nature development demands
innovation because

00:31:10 --> 00:31:16: it demands collaboration because of how interconnected and interdependent we

00:31:16 --> 00:31:19: are to different sectors, industries, stakeholders.

00:31:20 --> 00:31:24: And it is ever evolving, ever changing, whether it's regulatory

00:31:24 --> 00:31:28: economic environment or the demands of our consumer or regulatory.

00:31:28 --> 00:31:32: So I feel that you have to constantly innovate because

00:31:32 --> 00:31:36: everything that you're working with all through is changing and

00:31:36 --> 00:31:37: evolving.

00:31:37 --> 00:31:41: But that being said, absolutely point blank, we have to

00:31:41 --> 00:31:45: recognise the fact that as an industry we have laggards

00:31:45 --> 00:31:49: in terms of innovation in terms of the building systems

00:31:49 --> 00:31:50: or materials etcetera.

00:31:51 --> 00:31:54: And it's it's great to see more investment in that

00:31:54 --> 00:31:58: innovation because we have to recognise that time is incredibly

00:31:58 --> 00:32:02: important for us in the development because that it leads

00:32:02 --> 00:32:03: to increase in cost.

00:32:03 --> 00:32:08: So that aspect of innovation is so important, how we've

00:32:08 --> 00:32:10: chosen to really embrace it.

00:32:10 --> 00:32:15: And it's very similar to Sherry's approaches through

00:32:15 --> 00:32:18: partnerships because

00:32:18 --> 00:32:19: we look at, we start connecting dots where dots were

00:32:19 --> 00:32:24: never connected before.

00:32:20 --> 00:32:24: Whether you think about hospitals about institutions about

00:32:24 --> 00:32:28: and other

00:32:24 --> 00:32:28: as to who was part of the community, our collaboration

00:32:28 --> 00:32:32: with Indigenous communities have been a core aspect of

00:32:32 --> 00:32:35: how

00:32:32 --> 00:32:35: we choose to think and it aligns really well with

00:32:35 --> 00:32:38: us being a long term investors in our community.

00:32:38 --> 00:32:41: So when you take that long term investment approach, it

00:32:41 --> 00:32:42: changes your mindset.

00:32:42 --> 00:32:46: It changes your KPIs that you typically look at and

00:32:46 --> 00:32:50: that leads to that innovative aspects because you're thinking

00:32:50 --> 00:32:54: in

00:32:50 --> 00:32:54: terms of long term the projects that we have, whether

00:32:54 --> 00:32:57: it's ZB in that in Ottawa in it straddles both

00:32:57 --> 00:33:00: the two of the provinces in Canada in Ottawa and

00:33:00 --> 00:33:05: Gatineau, that's where we worked in partnership with

00:33:06 --> 00:33:09: Indigenous communities.

00:33:06 --> 00:33:09: We also work in partnership with different non for profits,

00:33:09 --> 00:33:12: whether it's forward sales or through ownership.

00:33:12 --> 00:33:16: So different structures depending on the constraints and need.

00:33:16 --> 00:33:19: The project that I had spoken about earlier at Maple

00:33:20 --> 00:33:23: House in Canary Landing in Western Lands, which is around

00:33:23 --> 00:33:25: 15 minutes of downtown Toronto.

00:33:25 --> 00:33:29: For those who visited this beautiful city of Toronto, which

00:33:29 --> 00:33:33: is are so eloquently spoke about that project.

00:33:33 --> 00:33:36: Again it is we have around 5:00 to 6:00 non

00:33:36 --> 00:33:39: for profits that we've structured that aspect in terms of

00:33:39 --> 00:33:42: how who would be who would be the end users

00:33:42 --> 00:33:45: and who would be the residents of it.

00:33:45 --> 00:33:49: The other projects that again in partnership with the non

00:33:49 --> 00:33:52: for profit in Ottawa that we've structured is it again

00:33:52 --> 00:33:53: through a forward sale.

00:33:53 --> 00:33:56: But there we went a little bit further where we

00:33:56 --> 00:33:59: said that looking at the National Housing strategy, which great

00:33:59 --> 00:34:01: and we have to be data-driven.

00:34:01 --> 00:34:03: And I think that sometimes the lag of it is

00:34:03 --> 00:34:05: we do things based on feel.

00:34:05 --> 00:34:08: We have to see the changing demographic, the changing needs

00:34:08 --> 00:34:11: of who we are building these homes for in these

00:34:11 --> 00:34:15: communities and how we are then changing the architecture of

00:34:15 --> 00:34:18: the floor plan or the designs of the public realm

00:34:18 --> 00:34:20: to make sure that it is inclusive.

00:34:20 --> 00:34:22: And based on the data that we saw on the

00:34:22 --> 00:34:26: National Housing Strategy, we recognized there were a different community

00:34:26 --> 00:34:30: groups that were marginalized and that really had poor housing

00:34:30 --> 00:34:30: needs.

00:34:31 --> 00:34:33: So we have to recognize that with a sense of

00:34:33 --> 00:34:37: great humility that as a private sector, the depth of

00:34:37 --> 00:34:41: affordability, the not-for-profit partner could deliver with the services and

00:34:41 --> 00:34:42: programming.

00:34:42 --> 00:34:44: So that's where we formed a partnership.

00:34:44 --> 00:34:46: It's called Multi Faith Housing Initiative.

00:34:46 --> 00:34:49: It's a group of community based organizations that got together

00:34:50 --> 00:34:51: to address the housing.

00:34:51 --> 00:34:57: So my partner is Suzanne, an incredible executive director at

00:34:57 --> 00:35:00: MHI and they have around 133 units.

00:35:00 --> 00:35:05: We'll have around 400 plus units and their 133 units

00:35:05 --> 00:35:10: are going to be dedicated to communities with core housing

00:35:10 --> 00:35:11: needs.

00:35:11 --> 00:35:14: So it's going to be Indigenous single women and mothers

00:35:14 --> 00:35:17: have core housing needs that often don't get recognized as

00:35:17 --> 00:35:18: different needs.

00:35:19 --> 00:35:23: Then the third is refugees and new immigrants, seniors and

00:35:23 --> 00:35:24: then veterans.

00:35:24 --> 00:35:26: So it is like how then, then based on who

00:35:26 --> 00:35:28: the end users are going to be, we have to

00:35:28 --> 00:35:31: we are thinking through as to how the floor plans

00:35:31 --> 00:35:33: as well as the public realms are going to be.

00:35:34 --> 00:35:36: And then for our units that we would be holding,

00:35:36 --> 00:35:40: again, we would have around, around close to another 30%

00:35:40 --> 00:35:43: that'll be affordable and it'll be affordable for 55 years.

00:35:43 --> 00:35:47: So as we're thinking about this integrated vertical community,

00:35:47 --> 00:35:50: a

00:35:50 --> 00:35:52: common area space, we want to make sure the daycare

00:35:52 --> 00:35:55: is closer to those units because we want to make

00:35:55 --> 00:35:58: sure that a woman goes in with a stroller, it's

00:35:58 --> 00:36:00: closer to the elevator and it's closer to the daycare.

00:36:00 --> 00:36:03: And in just those aspects of things, I think that

00:36:03 --> 00:36:06: is like, again, going back to my earlier comment about

00:36:06 --> 00:36:08: who's part of the decisions, who's at the table, who

00:36:08 --> 00:36:11: has a seat and recognizing who the end users are.

00:36:11 --> 00:36:14: I think that's where our source of innovation really lies.

00:36:14 --> 00:36:17: And then you stack on who are the partners that

00:36:17 --> 00:36:20: hell would help us to be able to deliver it.

00:36:20 --> 00:36:24: And I think it it deals with this intentionality, but

00:36:24 --> 00:36:27: a great sense of humility about recognizing what this land

00:36:27 --> 00:36:30: and how we are going to really develop and transform

00:36:30 --> 00:36:33: the community because it's going to live long past us.

00:36:33 --> 00:36:34: And I think that that project is going to be

00:36:34 --> 00:36:36: net 02.

00:36:36 --> 00:36:39: So I think a lot of partners, there's a lot

00:36:39 --> 00:36:42: of aspects and hope we'll be able to deliver a

00:36:42 --> 00:36:45: community that would be successful and thriving.

00:36:45 --> 00:36:48: And it is going to be neighbouring the Addiso Key

00:36:48 --> 00:36:50: Library.

00:36:48 --> 00:36:48: So again, we're working in partnership with them to see

00:36:48 --> 00:36:50: what are the programming and services.

00:36:51 --> 00:36:54: Earlier this year, we had the land blessing by our

00:36:54 --> 00:36:57: Alguan advisory community to ensure that as we put shovels

00:36:58 --> 00:37:00: on the ground that the land is also blessed.

00:37:00 --> 00:37:05: So I think it's taking really across the value chain

00:37:05 --> 00:37:07: and taking a holistic view of it.

00:37:07 --> 00:37:10: I think that's where our innovation is, but also we

00:37:10 --> 00:37:13: have to make sure it's financially sustainable.

00:37:13 --> 00:37:16: That leads to another aspect of financial innovation, to make

00:37:16 --> 00:37:19: sure that we can contribute these communities.

00:37:21 --> 00:37:23: Yeah, I mean, there's so much to say.

00:37:23 --> 00:37:25: You know, you both made me think about this example.

00:37:25 --> 00:37:27: I was, I was on a jury for a bunch

00:37:27 --> 00:37:29: of community based projects and just sort of giving some

00:37:29 --> 00:37:30: feedback.

00:37:30 --> 00:37:33: And one of the community based projects, housing projects

00:37:33 --> 00:37:37: that

00:37:37 --> 00:37:38: was specifically focusing on single moms, it was really

00:37:39 --> 00:37:42: including

00:37:42 --> 00:37:45: them throughout the process.

00:37:45 --> 00:37:45: You know, one of the things they heard loud and

00:37:45 --> 00:37:47: clear was, yeah, the units are important to the laundry

00:37:47 --> 00:37:50: room.

00:37:50 --> 00:37:52: That's the important place.

00:37:52 --> 00:37:53: Like if we're going to have a shared laundry, move

00:37:54 --> 00:37:56: it upstairs, make it bright, have a space for our

00:37:56 --> 00:37:58: kids to play.

00:37:58 --> 00:38:00: And as all these moms are sort of feeding into

00:38:00 --> 00:38:02: the process, the, the woman who was presenting was saying

00:38:02 --> 00:38:05: that was the most important thing to them was to

00:38:05 --> 00:38:05: have a space where they could bring their kids.

00:38:06 --> 00:38:09: That was beautiful, that was above ground, not in the

00:38:09 --> 00:38:13: basement.

00:38:13 --> 00:38:15: That really like, you know, was dignified as they were

00:38:15 --> 00:38:16: doing something they do twice a day with their kids.

00:38:16 --> 00:38:18: And, and I know that each of you have examples

00:38:18 --> 00:38:21: of that within your project.

00:38:21 --> 00:38:21: So I, I might ask to just, you know, I

00:38:21 --> 00:38:24: know Sherry, you do and, and, and faring you do

00:38:24 --> 00:38:27: as well.

00:38:27 --> 00:38:28: Like just a few specific examples of how you sort

00:38:28 --> 00:38:31: of adapted your projects to really respond to the needs

00:38:28 --> 00:38:31: of specific communities.

00:38:28 --> 00:38:31: And then I will say to the many people who

00:38:31 --> 00:38:34: have patiently waited in the Q&A, there's a ton of

00:38:34 --> 00:38:34: questions.

00:38:34 --> 00:38:37: So while you answer that, I'm going to start weaving

00:38:37 --> 00:38:40: together some of these questions because there's some

00:38:40 --> 00:38:42: awesome prompts

00:38:40 --> 00:38:42: for both of you in the chat.

00:38:42 --> 00:38:44: So just a few examples of specific changes you've made

00:38:44 --> 00:38:47: to your projects to respond to the needs of equity

00:38:47 --> 00:38:48: deserving communities.

00:38:49 --> 00:38:49: Sure.

00:38:49 --> 00:38:51: So I'm going to go through a few of them.

00:38:51 --> 00:38:53: And 1:00, I'm going to start with one of the

00:38:53 --> 00:38:55: things that we're doing for the youth.

00:38:56 --> 00:38:59: So transitional housing for the youth, whereas we're putting

00:38:59 --> 00:39:00: them

00:38:59 --> 00:39:00: in clusters.

00:39:00 --> 00:39:03: And these clusters are designed so that they can have

00:39:03 --> 00:39:06: a common area and common space, but still enjoy their

00:39:06 --> 00:39:07: privacy.

00:39:08 --> 00:39:11: And they're they're sort of privately sort of owned units,

00:39:11 --> 00:39:13: but still be in the community.

00:39:13 --> 00:39:16: So that, that feel of being and still belonging to

00:39:16 --> 00:39:19: a family, even though it's been taken away from them,

00:39:19 --> 00:39:20: can still come back to them.

00:39:20 --> 00:39:24: And it's interesting because the same thing then the same

00:39:24 --> 00:39:28: concept we're applying to the, we're applying to the elderly

00:39:28 --> 00:39:33: support care that we're, that we're providing for our elderly.

00:39:33 --> 00:39:37: Again, the elderly with everything that was happening during

00:39:37 --> 00:39:40: COVID

00:39:37 --> 00:39:40: and, and all the conversations that were going on about,

00:39:40 --> 00:39:43: you know, the, the spread of COVID and the problems

00:39:43 --> 00:39:46: and the lack of, you know, being getting that personal

00:39:46 --> 00:39:50: connection to the families, even though the, you know, many

00:39:50 --> 00:39:51: of them are passing away.

00:39:52 --> 00:39:55: It kind of got us thinking about how we can

00:39:55 --> 00:39:59: make that so much more private, but but available for

00:39:59 --> 00:40:02: the people who might not be as financially.

00:40:03 --> 00:40:05: As stable as many many others and that care can

00:40:06 --> 00:40:09: be brought into the a smaller, more privatized unit for

00:40:09 --> 00:40:09: them.

00:40:09 --> 00:40:14: So it'll be called them the clusters for elderly and

00:40:14 --> 00:40:17: the, the, the, the transitional use.

00:40:17 --> 00:40:20: One of the things that's interesting for us and one
00:40:20 --> 00:40:23: of the things that we are actually doing in our
00:40:23 --> 00:40:27: projects is housing the LGBTQ plus plus community again as
00:40:27 --> 00:40:29: a transitional housing as well.
00:40:29 --> 00:40:31: And you know, one of the things that they cared
00:40:31 --> 00:40:34: about, and it's interesting because when we held a lot
00:40:34 --> 00:40:37: of sessions with them, they cared about security they
00:40:37 --> 00:40:40: secured,
00:40:40 --> 00:40:43: about making sure that they are kept away from the
00:40:44 --> 00:40:45: predator that's out there that wants to potentially harm them.
00:40:45 --> 00:40:48: And it's interesting because that's striking.
00:40:48 --> 00:40:50: The question came from one of the people that were
00:40:50 --> 00:40:50: sitting in a room and asked how do you keep
00:40:50 --> 00:40:53: me safe?
00:40:53 --> 00:40:56: And I was looking at this, you know, 16 year
00:40:56 --> 00:40:57: old, you know, person and saying I don't have the
00:40:57 --> 00:41:00: answer for you.
00:41:00 --> 00:41:03: But that's something that we are working on, we are
00:41:03 --> 00:41:04: implementing, we're pretty putting in more rigorous security
00:41:05 --> 00:41:07: measures so
00:41:07 --> 00:41:09: that they can.
00:41:09 --> 00:41:12: So there's that kind of monitoring system where the
00:41:12 --> 00:41:15: technology
00:41:15 --> 00:41:19: would come into play here as well.
00:41:19 --> 00:41:20: And you know, for we also have, you know, because
00:41:20 --> 00:41:22: the project is so broad and there's so many different
00:41:22 --> 00:41:26: groups and families that we're, we're hosting and, and having
00:41:26 --> 00:41:28: live in our projects.
00:41:28 --> 00:41:31: You know, we have a lot of families with mental
00:41:31 --> 00:41:32: health support that need mental health support and the
00:41:32 --> 00:41:35: children
00:41:35 --> 00:41:37: need to be diagnosed early on before they are going
00:41:37 --> 00:41:39: on diagnosed for many years and therefore losing a lot
00:41:39 --> 00:41:42: of opportunities.
00:41:42 --> 00:41:44: So we are providing healthcare opportunities.
00:41:44 --> 00:41:45: You know, one of the things that we keep on
00:41:46 --> 00:41:50: hearing, and I encourage everybody here, I think I've said
00:41:50 --> 00:41:54: that on my LinkedIn before, but I encourage everybody here
00:41:54 --> 00:41:57: sitting and listening to this panel to go and watch
a movie called Scarborough.
It is extremely touching, but it's also touching on some
very small, you know, matters that maybe go unnoticed by
many of us who live in the city thinking that.

00:41:58 --> 00:42:00: And that does not happen to my neighbour and that
00:42:00 --> 00:42:02: does not happen in my city, but it does.
00:42:02 --> 00:42:04: And I think it's important for us to go and,
00:42:04 --> 00:42:06: and take a look just for just for, you know,
00:42:06 --> 00:42:08: an hour and a half of entertainment, but also so
00:42:08 --> 00:42:10: that it will be a learning experience.
00:42:10 --> 00:42:14: There's a lot of autistic children that go undiagnosed at
00:42:14 --> 00:42:15: an early age.
00:42:15 --> 00:42:18: And therefore, by the time they catch up to getting
00:42:18 --> 00:42:21: the, the, the treatments that they need, it's too late
00:42:21 --> 00:42:23: and that opportunity is missed.
00:42:23 --> 00:42:25: So we and the reason for that is they are
00:42:25 --> 00:42:27: mostly people that move from one location to another and
00:42:27 --> 00:42:29: they don't have a referring position.
00:42:29 --> 00:42:31: So they can be referred to anyone, which is a
00:42:31 --> 00:42:34: problem with our healthcare system, which we are trying to
00:42:34 --> 00:42:36: save, save it to solve it in our problems.
00:42:36 --> 00:42:39: But in our projects by bringing in healthcare to them
00:42:39 --> 00:42:42: so that they can actually use the services that's offered
00:42:42 --> 00:42:46: there as, as something that they can, they can definitely
00:42:46 --> 00:42:48: use and, and use as a referring source.
00:42:48 --> 00:42:50: One of the other thing is we are thinking about
00:42:50 --> 00:42:53: the new immigrants and I'm going to cut a shorter.
00:42:53 --> 00:42:55: We have many other things that we're doing.
00:42:55 --> 00:42:57: But one of the other things that we are considering
00:42:57 --> 00:42:59: is that, yes, I can get you into a unit.
00:42:59 --> 00:43:01: I can put a roof over your head.
00:43:01 --> 00:43:03: But one of the things that we are super proud
00:43:03 --> 00:43:05: of is the fact that as a mum of two,
00:43:05 --> 00:43:07: every day when I have to work late, I am
00:43:07 --> 00:43:09: always thinking about my children.
00:43:09 --> 00:43:11: I'm constantly thinking, OK, who's going to take care of
00:43:11 --> 00:43:11: them?
00:43:12 --> 00:43:14: And if I didn't have a mum or family that
00:43:14 --> 00:43:16: would be supporting them and if I was, you know,
00:43:16 --> 00:43:18: a new immigrant here or I was, I was new
00:43:18 --> 00:43:20: here or I was a single parent, I would not
00:43:20 --> 00:43:22: know how to solve that problem.
00:43:22 --> 00:43:24: If I was a shift worker, if I was in
00:43:25 --> 00:43:28: a factory, working in a factory, a nurse, PSW, fireman,
00:43:28 --> 00:43:31: police officer, whatever the case may be.
00:43:31 --> 00:43:34: So we introduced the idea of a 24 hour childcare

00:43:34 --> 00:43:37: or we service all the families with the children under
00:43:37 --> 00:43:38: the age of 16.
00:43:38 --> 00:43:41: Not only this gives the children the much needed care
00:43:41 --> 00:43:44: and attention they need, but it also which saves them
00:43:44 --> 00:43:48: from being exposed to crime, which stats show that that
00:43:48 --> 00:43:50: is one of the problems in some of the most
00:43:50 --> 00:43:52: prone to crime areas in our city.
00:43:52 --> 00:43:55: And we are super proud of that and happy that
00:43:55 --> 00:43:56: we are offering that.
00:43:56 --> 00:44:00: We're also offering educational unemployment services and
altogether we're hoping
00:44:00 --> 00:44:01: that we can help families thrive.
00:44:01 --> 00:44:03: My gosh, so many responses.
00:44:03 --> 00:44:05: Sherry, that's incredible sharing.
00:44:05 --> 00:44:09: I want to pass it to you again.
00:44:09 --> 00:44:10: Kudos to Sherry.
00:44:10 --> 00:44:12: I think it is quite comprehensive with I think it's
00:44:12 --> 00:44:15: being thoughtful and intentional about the built environment
is one
00:44:15 --> 00:44:19: thing, but the programming and services that follows to
create
00:44:19 --> 00:44:20: the sense of belonging.
00:44:20 --> 00:44:23: I think that's, that's, that's the long term thinking there.
00:44:23 --> 00:44:24: And I think very similar.
00:44:24 --> 00:44:27: But I, I was thinking that maybe I speak to
00:44:27 --> 00:44:30: other aspects of it that to your question about as
00:44:30 --> 00:44:33: we gotten feedback, what are the changes that we need
00:44:33 --> 00:44:35: and I think Sherry did nail it.
00:44:35 --> 00:44:38: It's about a sense of security because we had it
00:44:38 --> 00:44:41: when and we had it was part of the initial
00:44:41 --> 00:44:43: design, especially on the public realm.
00:44:44 --> 00:44:46: It was you know the landscape etcetera.
00:44:47 --> 00:44:50: And well, one of the women, women planners in the
00:44:50 --> 00:44:53: group because we have an integrated collaborative because
we do
00:44:53 --> 00:44:56: every all the thinking upfront just to make sure that
00:44:56 --> 00:44:59: whoever's going to be at the tail end where there's
00:44:59 --> 00:45:03: a leasing managers with others they are contributing to how
00:45:03 --> 00:45:06: do we design and we think through about our development
00:45:06 --> 00:45:07: program.
00:45:07 --> 00:45:10: So that's really our integrated internal, internal process.
00:45:10 --> 00:45:13: And she flagged and she said, well, if I'm living
00:45:13 --> 00:45:15: there, she said I'll be afraid to come working home

00:45:15 --> 00:45:18: late at night because the bushes are really tall.

00:45:18 --> 00:45:22: And it's very simple, simple, simple, very simple.

00:45:22 --> 00:45:24: But just in terms of if not that everyone on

00:45:24 --> 00:45:27: the at the table didn't think about it or were

00:45:27 --> 00:45:31: intentional or anything, but it's just something that and then

00:45:31 --> 00:45:33: hit anyone that it'll be a safety aspect.

00:45:33 --> 00:45:35: She said, if I take the subway, I'll be walking

00:45:35 --> 00:45:35: down.

00:45:35 --> 00:45:38: She's like, I would prefer if the bushes and the

00:45:38 --> 00:45:39: shrubs were a little bit shorter.

00:45:39 --> 00:45:41: And just in terms of that aspect, I thought that

00:45:41 --> 00:45:44: was and that made us really rethink about so many

00:45:44 --> 00:45:44: other aspects.

00:45:45 --> 00:45:47: The second example that I gave was on the daycare

00:45:47 --> 00:45:49: where the daycare was going to be situated.

00:45:50 --> 00:45:54: They prefer that it was closer to the above grade

00:45:54 --> 00:45:55: garden that we had.

00:45:56 --> 00:45:59: So we said the daycare, the children could just ease

00:45:59 --> 00:46:02: into just moving into the garden and would be closer

00:46:02 --> 00:46:03: to the elevator.

00:46:03 --> 00:46:06: So certain aspects of it that were thought through that

00:46:06 --> 00:46:08: we had to redesign another project that we had.

00:46:08 --> 00:46:12: It's around that was around 2015 when we started working

00:46:12 --> 00:46:12: on it.

00:46:12 --> 00:46:14: And I saw one of the questions was on climate

00:46:14 --> 00:46:15: change and sustainability.

00:46:16 --> 00:46:19: Our 35 acres of community that we built in Arbor

00:46:19 --> 00:46:20: Gatineau.

00:46:20 --> 00:46:22: And we knew that we wanted it to be a

00:46:22 --> 00:46:23: zero community.

00:46:23 --> 00:46:26: So at that time there was much, not much conversation

00:46:26 --> 00:46:30: as we have today about the importance of it, not

00:46:30 --> 00:46:33: much of code red alerts were issue reports were issued.

00:46:35 --> 00:46:37: But we knew that was something that was important.

00:46:37 --> 00:46:41: So we created our own district energy system leveraging the

00:46:41 --> 00:46:44: Ottawa River to create the cold water just in terms

00:46:44 --> 00:46:48: of mobilizing or energizing the system and we use excess

00:46:48 --> 00:46:50: heat from a neighbouring factory.

00:46:51 --> 00:46:53: So created our own district energy system.

00:46:53 --> 00:46:56: It's, it's a fourth generation, but we wanted to make

00:46:56 --> 00:46:58: sure that, OK, now we've done that.

00:46:58 --> 00:46:59: What does that mean?

00:46:59 --> 00:47:01: It's, it's great that 4,000,000 square feet would be net
00:47:01 --> 00:47:01: 0.
00:47:01 --> 00:47:04: As soon as we energize the system, it has already
00:47:04 --> 00:47:05: been energized.
00:47:05 --> 00:47:08: But what we did is we chose to make it
00:47:08 --> 00:47:12: like glass panels so that people who are walking on
00:47:12 --> 00:47:15: the streets could see the entire gut of the mechanical
00:47:15 --> 00:47:17: and mechanical system.
00:47:17 --> 00:47:21: And we collaborate with a lot of universities and others
00:47:21 --> 00:47:23: to be able to see what could be done.
00:47:24 --> 00:47:26: At that time, there was no question it was extremely
00:47:26 --> 00:47:30: difficult, whether it's through capital or through implement
00:47:30 --> 00:47:30: and execute
00:47:30 --> 00:47:30: on it.
00:47:31 --> 00:47:33: And so pleased to see so many other developers now
00:47:33 --> 00:47:37: thinking through about district energy system and geothermal
00:47:37 --> 00:47:40: system.
00:47:37 --> 00:47:40: So I think that those aspects really how do we
00:47:40 --> 00:47:43: evolve and how do we change things and think through
00:47:43 --> 00:47:48: about ensuring that marginalized groups, but also other
00:47:48 --> 00:47:52: aspects that
00:47:48 --> 00:47:52: are coming forth, whether it's climate change or other
00:47:52 --> 00:47:57: discussions
00:47:52 --> 00:47:57: about inclusion and Indigenous, especially for us here in
00:47:57 --> 00:48:00: Canada,
00:47:57 --> 00:48:00: not just in terms of honouring, but also including our
00:48:00 --> 00:48:03: community there has wavefinding signage.
00:48:03 --> 00:48:05: I think it was the 1st in Canada.
00:48:05 --> 00:48:09: Maybe I'm being too presumptuous by saying first in Canada,
00:48:09 --> 00:48:12: but I believe it was that had three languages, all
00:48:12 --> 00:48:13: three languages.
00:48:13 --> 00:48:16: It's English, French as well as I'm going in the
00:48:16 --> 00:48:17: on the wayfinding signages.
00:48:17 --> 00:48:20: And I think those are aspects about how do you
00:48:20 --> 00:48:23: integrated into how we are thinking about our communities.
00:48:24 --> 00:48:27: Yeah, I think that's, you know, it goes back to
00:48:27 --> 00:48:30: what you said right at the start, zaring around responsibility
00:48:30 --> 00:48:33: and accountability to the longer term, not just to the
00:48:33 --> 00:48:36: short term, but even just in thinking about decolonizing our
00:48:36 --> 00:48:40: own practice, thinking how, how will these buildings and the
00:48:40 --> 00:48:43: people within them be healthy over a, you know, generations,
00:48:43 --> 00:48:43: right.
00:48:44 --> 00:48:48: So I'm seeing a lot of love for a question

00:48:48 --> 00:48:51: around funding and tax initiatives.

00:48:51 --> 00:48:51: So get ready.

00:48:53 --> 00:48:54: A lot of people are thumbs upping it.

00:48:54 --> 00:48:57: So a question for both of you, There's a lot

00:48:57 --> 00:49:00: been a lot of announcements on funding and tax initiatives

00:49:00 --> 00:49:01: recently.

00:49:01 --> 00:49:04: Which of these are you seeing will effectively address the

00:49:04 --> 00:49:06: affordability crises?

00:49:06 --> 00:49:09: And what are you, which ones are you skeptical about?

00:49:10 --> 00:49:12: Which of these announcements are you, you know, still

00:49:12 --> 00:49:14: scratching

00:49:12 --> 00:49:14: your head a little bit about?

00:49:14 --> 00:49:17: So I, I have to say I read the budget

00:49:17 --> 00:49:18: a few times.

00:49:18 --> 00:49:19: It's like 400 plus pages.

00:49:19 --> 00:49:24: But I'm a bit of a self professed geek and

00:49:24 --> 00:49:27: nerd, so OK to say that.

00:49:28 --> 00:49:31: But I have to say, like as I mentioned earlier,

00:49:31 --> 00:49:33: I was quite pleased and encouraged by the federal budget.

00:49:33 --> 00:49:35: It was ambitious, it was comprehensive.

00:49:35 --> 00:49:38: Right now it's implementation and execution term.

00:49:39 --> 00:49:42: I think you had alluded to it earlier in your

00:49:42 --> 00:49:45: presentation, Zara, it's like and for the last 30 years,

00:49:45 --> 00:49:48: the government stood step back in investing in housing, in

00:49:48 --> 00:49:51: affordable housing and across the housing continuum.

00:49:51 --> 00:49:54: I think the private sectors, I think we are pretty

00:49:54 --> 00:49:58: well equipped in terms of creating market and maybe

00:49:58 --> 00:50:01: affordable

00:49:58 --> 00:50:01: and attainable, but not in terms of the deeper, deeper

00:50:01 --> 00:50:05: housing requirements that a different aspect of our

00:50:05 --> 00:50:08: communities need.

00:50:05 --> 00:50:08: So I think quite pleased just to see in terms

00:50:08 --> 00:50:11: of the funding allocations, I think the increase to the

00:50:11 --> 00:50:15: affordable housing funding programme most welcome

00:50:15 --> 00:50:19: because I think our

00:50:15 --> 00:50:19: non for profit partners and housing providers need that they

00:50:19 --> 00:50:22: they experience the same economic challenges that we do.

00:50:23 --> 00:50:23: So.

00:50:23 --> 00:50:25: I think that's important to recognize.

00:50:25 --> 00:50:28: So I think that was pleased the increase in the

00:50:28 --> 00:50:33: same HC apartment construction loan program by an

00:50:33 --> 00:50:34: additional 15

00:50:33 --> 00:50:34: billion.

00:50:34 --> 00:50:37: Again absolutely welcome and pleased to see it.

00:50:37 --> 00:50:41: With respect to the Eiffel, on the capital cost allowance,

00:50:41 --> 00:50:44: I think I think that was welcome.

00:50:44 --> 00:50:46: But I think on that aspect, I think the governments

00:50:46 --> 00:50:49: have to think through because most of the developers are

00:50:49 --> 00:50:50: limited partners.

00:50:50 --> 00:50:51: So you can do one.

00:50:51 --> 00:50:57: You technically need other components to ensure that more developers

00:50:57 --> 00:51:00: are able to to benefit from it just in terms

00:51:00 --> 00:51:03: of creating that capacity.

00:51:03 --> 00:51:06: And right now, I think those are all great, but

00:51:06 --> 00:51:10: how do you deploy and making sure that cabinet approves

00:51:10 --> 00:51:14: that, that's the second component and how quickly it is

00:51:14 --> 00:51:18: deployed because right now across our projects, we work across

00:51:18 --> 00:51:21: 5 provinces here in Canada, of course, in the US

00:51:21 --> 00:51:24: and New York too, but 5 provinces in Canada and

00:51:24 --> 00:51:28: around 10 cities across Canada, we'll be starting around 1400.

00:51:29 --> 00:51:32: None of them is in Toronto at the moment because

00:51:32 --> 00:51:36: of the DC increases, because of just approval timeline and

00:51:36 --> 00:51:37: just the economics of it.

00:51:37 --> 00:51:40: And we are ready to respond and be able to

00:51:40 --> 00:51:41: advance on a project here.

00:51:41 --> 00:51:43: But I think we have to how do we solve

00:51:43 --> 00:51:43: for that?

00:51:43 --> 00:51:46: So I think that all three levels of government have

00:51:47 --> 00:51:49: to work together because I we all know just in

00:51:49 --> 00:51:52: terms of how we struck, how it's been structured.

00:51:53 --> 00:51:57: I think with the recent province regulations too, I think

00:51:57 --> 00:51:59: you have to get it zoned and then you have

00:51:59 --> 00:52:02: SBA, whereas the CMHC program says you need to get

00:52:02 --> 00:52:05: SPA and zoning to submit your application.

00:52:05 --> 00:52:07: So there's a disconnect already.

00:52:07 --> 00:52:09: So I think it's like how all three levels of

00:52:09 --> 00:52:11: government are speaking together.

00:52:11 --> 00:52:13: So that way you can implement.

00:52:13 --> 00:52:17: The last thing I would say is the key role

00:52:17 --> 00:52:18: of CMHC.

00:52:18 --> 00:52:20: Not all developers would use CMHC program.

00:52:20 --> 00:52:25: We have to recognise that because different capital providers have

00:52:25 --> 00:52:27: different debt restrictions.

00:52:27 --> 00:52:31: However, CMHC plays an incredibly important role for those of

00:52:31 --> 00:52:34: us who are impact driven just in terms of building

00:52:34 --> 00:52:37: affordable housing to be able to unlock it.

00:52:37 --> 00:52:40: So really that entity has to be empowered to be

00:52:40 --> 00:52:44: able to deliver with speed in terms of rolling out

00:52:44 --> 00:52:47: that, rolling out the funding requirement.

00:52:47 --> 00:52:50: But again, we'll defer to Sherry in terms of what

00:52:50 --> 00:52:51: she thinks on the budget.

00:52:51 --> 00:52:52: I'm actually.

00:52:52 --> 00:52:52: Exactly.

00:52:53 --> 00:52:54: You said.

00:52:55 --> 00:52:55: Any comments on that?

00:52:55 --> 00:52:58: Because I'm sceptical about many of the things that I'm

00:52:58 --> 00:53:01: hearing until they actually get implemented and we figure out

00:53:01 --> 00:53:02: how they're being implemented.

00:53:02 --> 00:53:04: So and I have, I don't think I have as

00:53:04 --> 00:53:06: much knowledge into it because I didn't really read it

00:53:06 --> 00:53:07: as much.

00:53:07 --> 00:53:08: I paid attention to few items.

00:53:08 --> 00:53:10: And I take all of your notes on that, to

00:53:11 --> 00:53:12: be honest with you, I think.

00:53:12 --> 00:53:13: I agree, Sherry.

00:53:13 --> 00:53:16: I think it's really on execution and implementation.

00:53:16 --> 00:53:19: And I think all levels of government have to recognize

00:53:19 --> 00:53:20: there's urgency.

00:53:21 --> 00:53:24: Developers, whether it's for profit or not-for-profit, are ready

00:53:24 --> 00:53:24: to respond.

00:53:25 --> 00:53:25: Yeah.

00:53:25 --> 00:53:28: But how they choose to act with speed, I think

00:53:28 --> 00:53:32: that's going to be the certainty and confidence that we

00:53:32 --> 00:53:33: need.

00:53:33 --> 00:53:34: Yes, we do.

00:53:34 --> 00:53:37: Well, and, and for those folks who are in the

00:53:37 --> 00:53:40: United States or aren't nerds like us, CMHC is our

00:53:41 --> 00:53:45: Federal Housing agency, the Canada Mortgage and Housing

00:53:45 --> 00:53:49: Corporation, who

00:53:45 --> 00:53:49: is the organization that actually was responsible for, but for

00:53:49 --> 00:53:53: getting funding into affordable and deeply affordable housing

00:53:53 --> 00:53:56: in that.

00:53:53 --> 00:53:56: I spoke to 1950 to 1975, even into the early

00:53:56 --> 00:53:59: 90s and they sort of re re entered that in
00:53:59 --> 00:54:03: about 20/15/2016 with a document called the National
Housing Strategy,
00:54:03 --> 00:54:07: which was the beginning of the reinvestment that we've been
00:54:07 --> 00:54:08: speaking about.
00:54:09 --> 00:54:12: So there have been, I guess this will be my
00:54:12 --> 00:54:16: final question because there's been so many great and
beautiful
00:54:16 --> 00:54:18: questions in our Q&A about young women.
00:54:19 --> 00:54:22: And you know, if you're a young woman trying to
00:54:22 --> 00:54:26: take leadership in like really progressive and interesting
projects that
00:54:26 --> 00:54:29: focus on sustainability and equity deserving communities, if
you're trying
00:54:29 --> 00:54:31: to nurture your growth.
00:54:31 --> 00:54:34: But there was a great question down here just around
00:54:34 --> 00:54:37: breaking into the field and finding places that where you
00:54:37 --> 00:54:40: can feel empowered, emboldened and included to do, you
know,
00:54:40 --> 00:54:43: this great work that both of you are getting to
00:54:43 --> 00:54:43: do.
00:54:43 --> 00:54:45: What is your counsel to young women knowing that to
00:54:45 --> 00:54:47: sharing your point right at the start?
00:54:48 --> 00:54:50: It's an hard industry to break into.
00:54:50 --> 00:54:52: Just, you know, some parting thoughts for for these young
00:54:52 --> 00:54:54: women on the call who want to do the kind
00:54:54 --> 00:54:55: of work you're both doing.
00:54:58 --> 00:54:59: I guess I'm going to go first.
00:55:01 --> 00:55:05: I'm going to say things that it's not very generalized
00:55:05 --> 00:55:06: for women.
00:55:06 --> 00:55:08: It applies to everybody and I had to deal with
00:55:09 --> 00:55:12: it personally on so many different levels throughout the work
00:55:12 --> 00:55:15: I have done is that you are going to hear
00:55:15 --> 00:55:18: a lot of no's definitely and you are not going
00:55:18 --> 00:55:21: to be getting the seat at the table handed over
00:55:21 --> 00:55:22: to you.
00:55:22 --> 00:55:25: You have to earn the seat at the table and
00:55:25 --> 00:55:27: even when you do, it is still going to take
00:55:27 --> 00:55:31: time until they actually do listen to you and take
00:55:31 --> 00:55:33: your thoughts into consideration.
00:55:33 --> 00:55:36: I do remember when I was starting in the beginning,
00:55:36 --> 00:55:38: I was in my 20s and, and you know, I
00:55:38 --> 00:55:41: was actually a property owner at that time because I

00:55:41 --> 00:55:44: had put some money together and had purchased something and

00:55:44 --> 00:55:47: was going into a room thinking, Oh, well, you know

00:55:47 --> 00:55:47: what?

00:55:47 --> 00:55:49: They're going to all recognize me as someone or an

00:55:49 --> 00:55:50: equal.

00:55:50 --> 00:55:52: And every single time that I was introduced to a

00:55:52 --> 00:55:54: new room, I, they and I, and I say this

00:55:54 --> 00:55:57: with all due respect to all the, the ladies in

00:55:57 --> 00:55:59: the industry that are in the real estate, but I

00:55:59 --> 00:56:01: was always asked, what do you have for sale?

00:56:02 --> 00:56:04: Oh, so Sherry, what do you have for sale?

00:56:04 --> 00:56:07: And it was always this conversation that I wasn't expected

00:56:07 --> 00:56:09: to be one of them sitting around the table making

00:56:09 --> 00:56:12: decisions on what to do with the property or what

00:56:12 --> 00:56:13: to and what to, what to make out of it

00:56:13 --> 00:56:15: and what to, what to build on it.

00:56:15 --> 00:56:19: So it was always something that I had to earn.

00:56:20 --> 00:56:23: And I think the only way I earned it was

00:56:23 --> 00:56:27: with education and not by going to university, by by

00:56:27 --> 00:56:30: educating me myself on what to talk about at the

00:56:30 --> 00:56:34: table and what to say that made sense and that

00:56:34 --> 00:56:35: they could relate to.

00:56:36 --> 00:56:38: And I heard a lot of notes along the way.

00:56:39 --> 00:56:41: I've heard a lot of you can't do this and

00:56:41 --> 00:56:43: I still hear it.

00:56:43 --> 00:56:44: Believe me, that, oh, that's impossible.

00:56:44 --> 00:56:45: You're not going to be able to do that or

00:56:45 --> 00:56:46: that's not going to happen.

00:56:47 --> 00:56:50: And a lot of notes from the financial industry, I

00:56:50 --> 00:56:52: should tell you, as a woman, you're going to have

00:56:52 --> 00:56:55: a lot of struggles convince in the financial industry to,

00:56:55 --> 00:56:57: to stick along and to work with you and to

00:56:57 --> 00:56:58: invest in you.

00:56:59 --> 00:57:02: So take all of those Nos as power and tool

00:57:02 --> 00:57:07: as if it's, it's, it's just igniting your engines.

00:57:07 --> 00:57:10: And then just keep going and run with it because

00:57:10 --> 00:57:13: if you don't, you are, you are just, you're not

00:57:14 --> 00:57:16: going to survive in this industry.

00:57:16 --> 00:57:17: It is.

00:57:17 --> 00:57:21: It is sometimes brutal being in an industry that's not,

00:57:21 --> 00:57:24: that doesn't have so much of you being represented in

00:57:25 --> 00:57:25: it.

00:57:25 --> 00:57:28: Yeah, it's hearing a quick final word to you before

00:57:28 --> 00:57:29: we pass it to Christine.

00:57:30 --> 00:57:32: Craig Final I would say definitely what Sherry said.

00:57:32 --> 00:57:33: You have to earn it.

00:57:33 --> 00:57:35: There's no shortcut.

00:57:35 --> 00:57:37: It is hard work and create and form your allies

00:57:37 --> 00:57:40: because you would be empowered by the allies that you

00:57:40 --> 00:57:41: would have.

00:57:41 --> 00:57:44: That will open doors and put your names at tables

00:57:44 --> 00:57:46: where you may not have a seat, but they have

00:57:46 --> 00:57:47: a seat.

00:57:47 --> 00:57:50: And I think that has worked for me and real

00:57:50 --> 00:57:55: estate for anyone, men, women, doesn't matter, whatever your gender

00:57:55 --> 00:57:59: or your orientation is, this is a long term plan.

00:57:59 --> 00:58:02: And if you know this is your purpose, you have

00:58:02 --> 00:58:05: to think long term because trust and credibility is you

00:58:05 --> 00:58:08: have to earn it, but also it can disappear very

00:58:08 --> 00:58:09: quickly.

00:58:09 --> 00:58:11: So you've got to make sure that all those aspects

00:58:11 --> 00:58:14: about what you bring to the table, that's your value

00:58:14 --> 00:58:15: proposition.

00:58:15 --> 00:58:19: And for those of you come with different ethnic backgrounds,

00:58:19 --> 00:58:20: that's your superpower.

00:58:20 --> 00:58:23: Because when you bring that lens of your culture and

00:58:23 --> 00:58:25: of your perspectives, I would really bring that to the

00:58:25 --> 00:58:29: table because you contribute greater because that's what the other

00:58:29 --> 00:58:29: end may not have.

00:58:30 --> 00:58:32: So I would embrace your whole self when you come

00:58:32 --> 00:58:33: to these conversations.

00:58:33 --> 00:58:38: Be strategic, work hard, but form your allies because it's

00:58:38 --> 00:58:42: it's it's it's you're stronger that way.

00:58:44 --> 00:58:46: Working in the collective is a really nice point to

00:58:46 --> 00:58:47: end our conversation on.

00:58:47 --> 00:58:49: I think we end as we began.

00:58:49 --> 00:58:51: And just a huge thanks to both of you.

00:58:51 --> 00:58:53: And I know there's more thanks to come as I

00:58:53 --> 00:58:55: pass it to the Co Chair of WLI Toronto.

00:58:55 --> 00:58:58: Christine, I'll let you close this off.

00:58:59 --> 00:58:59: Thank you, Zara.

00:59:00 --> 00:59:03: My name is Christine Chia, I'm a director of development
00:59:03 --> 00:59:06: with Matamy Homes and also Co chair of WI Toronto.
00:59:07 --> 00:59:09: On behalf of U Electrona, I want to say thank
00:59:09 --> 00:59:11: you to our moderator Zara and our speakers, Sherry Anserin
00:59:11 --> 00:59:14: for giving up your lunch hour and joining us today.
00:59:14 --> 00:59:17: It's a wonderful day to hear from three inspiring women
00:59:17 --> 00:59:19: who are champing so much on the horizon in the
00:59:19 --> 00:59:22: real estate industry in Ontario and further abroad.
00:59:22 --> 00:59:24: The impact of your work is not only felt by
00:59:24 --> 00:59:27: the communities in which you're working in, but also by
00:59:27 --> 00:59:29: those who are listening in from both the GTA, the
00:59:29 --> 00:59:31: Great Toronto Area, and across borders.
00:59:31 --> 00:59:33: I also wanted to thank Kim and Libby and all
00:59:33 --> 00:59:36: those others behind the scene, including you and I staff
00:59:36 --> 00:59:38: for putting on this event.
00:59:38 --> 00:59:41: And thank you again to Denton's for sponsoring this webinar.
00:59:42 --> 00:59:44: And finally, I wouldn't be doing my job as Co
00:59:44 --> 00:59:46: chair if I didn't flag an upcoming event.
00:59:47 --> 00:59:49: WLI will be hosting in person program on May 9th
00:59:49 --> 00:59:51: as part of its Reset series.
00:59:51 --> 00:59:54: The session will focus on inclusive culture and city building
00:59:54 --> 00:59:57: with a focus on newcomers and accessible spaces.
00:59:57 --> 01:00:00: Building on the theme of inclusivity, which I think we've
01:00:00 --> 01:00:03: heard a lot about today, we are trying to make
01:00:03 --> 01:00:04: this event more accessible.
01:00:04 --> 01:00:07: So we're encouraging those who are listening, who are able
01:00:07 --> 01:00:10: to, to consider purchasing a ticket for a newcomer.
01:00:11 --> 01:00:13: To Toronto or those who are differently abled, if you're
01:00:13 --> 01:00:16: with a firm who is an annual sponsor, please consider
01:00:16 --> 01:00:18: donating any unclaimed tickets you may have.
01:00:18 --> 01:00:20: With your help, we can make room for all of
01:00:20 --> 01:00:21: those at the table.
01:00:21 --> 01:00:24: Details of the session are available in the chat or
01:00:24 --> 01:00:25: on the UL at Toronto website.
01:00:25 --> 01:00:26: We really hope to see you there.
01:00:27 --> 01:00:29: Thank you everybody for tuning in and we hope you
01:00:29 --> 01:00:30: enjoy the rest of your day.

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