January 10, 2007

His Worship Mayor Katz
Mayors Office
510 Main Street
Winnipeg, Manitoba
R3B 1B9

Dear Mayor Katz;

I am unable to attend the upcoming EPC meeting to add the Association support to a proposed Airport / Hotel shuttle service. My problem is that the MHA Board of Directors meeting will be held at the same time therefore my attendance or that of any of the Board members or Leo Ledohowski the MHA Chair is not possible.

It is my hope that this letter can be referenced at the meeting in order that the MHA position is clear.

That position is that our hotels want the service. Their guests ask for the service, meeting and convention planners in their RFPs ask if there is a service.

This is not about poor or inadequate taxi service but rather for our industry and our City having an amenity that is expected by modern travelers.

The MHA does not endorse Avion over another supplier; rather we have worked with them, as they are the only supplier to come forward and the only supplier to do the legwork in developing the plan. The MHA believes they deserve the opportunity to proceed.

The MHA, being the largest financial contributor, partnered with Destination Winnipeg, Travel Manitoba, and the Winnipeg Convention Centre to have PKF conduct a "Competitive Analysis" of Winnipeg in relation to the other Tier 2 Cities in Canada in relation to our place in attracting the Meeting and Convention market. Out of that work it was determined that we rank rather well in what we have but we overall perception of Winnipeg as a place to hold meetings did not score well.

We have to service, service, and service. We need this service to better service our repeat meeting guests and to attract those groups that are budget conscious.

Shuttles are everywhere but here!

The outcome that we want is the assistance of the City in guiding whatever group to the proper place to go to ensure that if they need an approval they can properly apply. My understanding is that if the MHA co-ordinates its hotels into some kind of co-operative van service no approval is necessary; why does this free enterprise concern seem to have to go through these hoops. If the City doesn't have a part to play step aside, if it does please permit this group to carry on.

I will be available to meet with whomever from the City Friday, Monday, and Tuesday morning if required.

Yours truly,

Jim Baker CA
President & CEO