

EXECUTIVE STANDING COMMITTEE
MINUTES

April 22, 2013

PRESENT:

Mayor Mike Savage, Chair
Deputy Mayor, Reg Rankin

Councillors: Linda Mosher, Vice Chair
Russell Walker
Matt Whitman
Steve Craig
Brad Johns
Bill Karsten

Guest Councillors:

Gloria McCluskey
Waye Mason
Lorelei Nicoll

STAFF:

Mr. Richard Butts, Chief Administrative Officer
Mr. David Greener, Legal Services
Ms. Sherryll Murphy, Deputy Clerk
Mr. Matt Godwin, Legislative Assistant

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1. CALL TO ORDER

The Mayor called the meeting to order at 10:03 a.m. in Council Chambers, Halifax City Hall.

2. APPROVAL OF MINUTES – April 10, 2013

The minutes of April 10, 2013 were before the committee.

MOVED by Councillor Whitman, seconded by Councillor Craig that the minutes of April 10, 2013 be approved as presented. MOTION PUT AND PASSED.

3. APPROVAL OF THE ORDER OF BUSINESS AND APPROVAL OF ADDITIONS AND DELETIONS

MOVED by Councillor Karsten, seconded by Councillor Whitman that the agenda be accepted as presented. MOTION PUT AND PASSED.

4. BUSINESS ARISING OUT OF THE MINUTES – NONE

5. CONSIDERATION OF DEFERRED BUSINESS – NONE

6. CORRESPONDENCE, PETITIONS & DELEGATIONS – NONE

7. REPORTS

7.1 Building a Better Brand for Halifax: Best Practices, Possibilities and Positive Momentum

The presentation, dated April 19, 2013 was before the committee.

Mr. Bruce Debaie, Managing Director, Corporate Communications and Mr. Peter Spurway, Vice President, Corporate Communications, Concession Development & Airport Experience Halifax International Airport Authority offered the presentation to Councillors.

Mr. Spurway provided the background and rationale for the presentation to the committee, indicating that there has been a great deal of change in the municipality and many residents do not identify with the current “HRM” brand. He further indicated that a great deal of consultation has already been done with business leaders and government agencies with respect to the brand development process.

Mr. Debaie provided a prospective timeline for development, details of the process going forward and noted that they are seeking Council approval to move forward with the redevelopment process.

MOVED by Councillor Mosher, seconded by Councillor Walker that the Executive Standing Committee recommends that Halifax Regional Council request the CAO direct HRM Corporate Communications to:

- **take a leadership role in developing a brand for Halifax**
- **develop an RFP for a brand consultant which includes criteria requiring the consultant have Halifax-centric competencies**
- **leverage internal resources and implement the new brand incrementally**
- **redevelop Halifax.ca simultaneously with the brand.**

Councillor Mosher noted that the new brand should build pride internationally and define HRM's best characteristics. The CAO has taken leadership with respect to communications and the right team is now in place to take this redevelopment forward.

Councillor Karsten indicated his support for this initiative, but asked staff for more information about the process and potential deviations from the master brand, as appears to be the case with the City of Melbourne.

Mr. Debaie noted that the City of Melbourne uses a family of brands, which reflect and reinforce on another. The issue for HRM is that there is no brand platform and logos being used are disparate.

Councillor Whitman asked staff how important it was that they use a local company, with Mr. Debaie responding that it's very important and the provider must have a demonstrated knowledge of the city.

Councillor Whitman further suggested that the winning brand reflect the spirit of community service which is strong among residents in HRM.

Councillor Craig indicated his support for this initiative, noting that branding is critical for building an emotional attachment to a place. He illustrated this with his own experience at the Canadian Cancer Society and the daffodil campaign.

Councillor McCluskey asked staff if they have a graph of residents' responses geographically, with Mr. Debaie responding that they can provide this.

Councillor McCluskey asked if staff communicated with the chambers and Burnside, with staff responding that they have.

Councillor McCluskey asked if staff considered branding used by other amalgamated cities, with Mr. Debaie responding that they will make this a key element going forward.

Councillor Nicoll indicated she was pleased to see a number of bodies coordinating to work on the project. She noted the brand needs to emphasize the city's strengths: authenticity, friendly, safety and beauty. She added that economic development needs to be central in the message.

Deputy Mayor Rankin noted that the city has been living with a brand it doesn't support and the importance of this process cannot be underestimated. He also reminded that HRM is doing this on behalf of the province and that the new brand needs to create a sense of belonging for everyone, especially new citizens.

Mr. Spurway noted that the group brought together by the Greater Halifax Partnership as looked at RFP's from other cities and do grasp the challenge of creating an international brand for a diverse city.

Councillor Mason noted that he has lived in a number of other cities and regardless of a person's community attachment Halifax is the identity that they often adopt when outside the province. Having a master brand will help get the city beyond the after-effects of amalgamation.

Mr. Debaie noted that participating residents identify with Halifax, but retain their individual identities.

The Mayor commended staff on the work that has already been done and emphasized that this effort has to be a community effort. He asked staff if, during the consultation process, they are going to seek information on how those outside of our region perceive Halifax.

Mr. Spurway indicated that they have and retain information on responses from cities like Calgary, Boston and Ottawa.

Councillor Mosher indicated that surveys consistently list Halifax as a large city and the branding exercise will ensure the city capitalizes on this perception.

MOTION PUT AND PASSED UNANIMOUSLY.

The Mayor called for a recess at 11:17 a.m.

7.2 Review of the procurement/Accounts Payable process

The meeting reconvened at 11:21 a.m.

MOVED and Councillor Mosher, seconded by Councillor Walker that the Executive Standing Committee recommend that Regional Council request that the CAO conduct a review of the HRM procurement/payment processing and related policies, specifically Administration Order 35, to ensure HRM is advancing award of projects and project payments in a timely and appropriate manner.

Councillor Mosher iterated that the Mayor and a number of Councillors recently attended a meeting of the Construction Association of Nova Scotia, and concerns were expressed with respect to a number of points of delay in the procurement/payment process.

Councillor Karsten indicated that the issue may be better dealt with outside of committee as the item is largely operational and the CAO is already aware of concerns related to the procurement process and policy.

Councillor Craig noted there needs to be a clearer problem statement. He indicated that he has looked at the problem statement and noted that the obligations of HRM's partners are fairly clear, but that there is a lack of clarity with respect to HRM's ability to pay in a timely fashion. He asked that an amendment to the motion be made to include a review of Administrative Order #35.

The Mayor noted that he was at the meeting with CANS and they did indicated issues in this area and staff have problem themselves nimble with process changes.

The Mayor left the meeting at 11:33am and the Vice Chair, Councillor Mosher, assumed the Chair of the committee.

The Chair indicated that she was supportive of Councillor Craig's amendment.

The CAO indicated that the motion should reflect the requirement that direction to staff should come through Council.

MOTION PUT AND PASSED.

8. ADDED ITEMS – NONE

9. IN CAMERA

The committee did not move In Camera.

9.1 Approval of the Minutes – April 10, 2013

The minutes were approved in the public portion of the meeting by the following motion:

MOVED by Councillor Karsten, seconded by Councillor Walker that the In Camera minutes of April 10, 2013 be approved as presented.

10. NEXT MEETING DATE – May 27, 2013

11. ADJOURNMENT

The meeting was adjourned at 11:41 a.m.

Matt Godwin
Legislative Assistant