



**COMMUNITY PLANNING & ECONOMIC DEVELOPMENT
STANDING COMMITTEE
MINUTES
March 24, 2016**

PRESENT: Councillor Waye Mason, Chair
Councillor Steve Adams
Councillor Lorelei Nicoll, Vice Chair
Councillor Tony Mancini
Councillor Steve Craig
Councillor Jennifer Watts

STAFF: Ms. Jane Fraser, Acting Deputy Chief Administrative Officer
Ms. Claire Gillivan, Solicitor
Ms. Sheilagh Edmonds, Legislative Assistant

The following does not represent a verbatim record of the proceedings of this meeting.

The agenda, supporting documents, and information items circulated to Community Planning and Economic Development are available online: <http://www.halifax.ca/boardscom/SCcped/index.php>

The meeting was called to order at 10:02 a.m. and recessed at 12:05 a.m. the Standing Committee moved into an In Camera (In Private) session at 12:07p.m. and adjourned at 12:10 p.m.

1. CALL TO ORDER

The Chair called the meeting to order at 10:02 a.m.

2. APPROVAL OF MINUTES

MOVED by Councillor Nicoll and seconded by Councillor Watts

THAT the minutes of February 18, 2016 be approved.

MOTION PUT AND PASSED.

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

Additions:

- 15.1 Councillor Mason – Appointment of CP & ED Standing Committee Representative to the Community Design Advisory Committee

MOVED by Councillor Watts, seconded by Councillor Nicoll

That the agenda be approved, as amended.

Two-third majority vote required.

MOTION PUT AND PASSED.

4. BUSINESS ARISING OUT OF THE MINUTES

Councillor Watts noted that at the last meeting she questioned when the Committee was going to receive an update on the Halifax Housing Partnership. She added that when it comes forward she would like staff to comment on the community outreach and engagement.

5. CALL FOR DECLARATION OF CONFLICT OF INTERESTS - NONE

6. MOTIONS OF RECONSIDERATION – NONE

7. MOTIONS OF RESCISSION – NONE

8. CONSIDERATION OF DEFERRED BUSINESS – NONE

9. NOTICES OF TABLED MATTERS – NONE

10. CORRESPONDENCE, PETITIONS & DELEGATIONS

10.1 Correspondence - None

10.2 Petitions - None

10.3 Presentation

10.3.1 Tourism Nova Scotia Strategy

The following was before the Committee:

- A presentation entitled, *A Tourism Strategy for Nova Scotia*.

Ms. Martha Stevens, Acting CAO, Tourism Nova Scotia, provided a presentation on the Nova Scotia Tourism Strategy. In her remarks she advised that the Nova Scotia Tourism Agency worked with the tourism industry to develop the five-year strategy. The Strategy will take a more business-like approach to tourism to build a more profitable, vibrant tourism industry that delivers opportunities for greater prosperity across the Province. She advised that the overall goal is to bring in more visitors to the Province who spend more and stay longer. Ms. Stevens advised that the five priorities that will guide direction and growth over the next five years are:

- Leadership and Collaboration
- Inspirations, Strategic Marketing
- Evidence-Based Decision Making
- Higher-Quality Products and Experiences
- Improved Access to Nova Scotia and throughout the Province.

Ms. Stevens noted that collaboration between the Province and industry will make it easier to respond effectively to change. She also advised that the work Tourism Nova Scotia has undertaken over the past 12 months since it became a crown corporation and endorsed a goal of doubling tourism revenues, is that all of their work will be customer focussed, i.e. looking at things from the visitors perspective. Ms. Stevens added that the resources in Tourism Nova Scotia will be aligned to their key strategic objective of increasing first time visitations to the Province. In conclusion she advised that some of the changes in this regard will see the Agency remove themselves from core funding but replacing it with funding that would have more partnership buy-in; they feel that the strategic work they have done will set them up in working with their partners for the next several years.

Ms. Stevens responded to questions and the Chair thanked her for her presentation.

11. INFORMATION ITEMS BROUGHT FORWARD – NONE

12. REPORTS

12.1 STAFF

12.1.1 Halifax's 2016-21 Economic Strategy

The following was before the Community Planning and Economic Development Standing Committee:

- A staff recommendation report dated March 11, 2016.

Ms. Maggie MacDonald, Managing Director, Government Relations and External Affairs; Mr. Ron Hanlon, President and CEO, Halifax Partnership, and Mr. Matt Hebb, Chair of the Economic Strategy Advisory Committee provided a presentation on the five-year economic strategy for Halifax, entitled, 'Halifax's Economic Growth Plan 2016-21.

The presentation elaborated on the Strategy's four strategic goals and the implementation and engagement of the Strategy. The four strategic goals are as follows:

- Promote and Maximize Growth
- Attract and Retain Talent
- Make Halifax a better place to live and work
- Align economic development

MOVED by Councillor Nicoll, seconded by Councillor Mancini

THAT The Community Planning and Economic Development Standing Committee recommend that Regional Council approve the document, Halifax's Economic Growth Plan 2016-21, as attached to the March 11, 2016 staff report as the new five-year economic strategy for Halifax.

Ms. MacDonald, Mr. Hanlon, and Mr. Hebb responded to questions.

At 11:47 a.m. Councillor Watts retired from the meeting.

MOTION PUT AND PASSED UNANIMOUSLY.

MOVED by Councillor Nicoll, second by Councillor Mancini

THAT the Community Planning and Economic Development Standing Committee request a report on the implementation plan for the Economic Strategy.

MOTION PUT AND PASSED UNANIMOUSLY.

13. **MOTIONS - None**

14. **IN CAMERA (IN PRIVATE)**

14.1 **Personnel Matter:**

14.1.1 **Councillor Nomination to Halifax Partnership**

The Committee convened In camera to deal with this matter following the adjournment of the meeting.

15. **ADDED ITEMS**

15.1 **Councillor Mason – Appointment of CP & ED Standing Committee Representative to the Community Design Advisory Committee**

Councillor Mason advised that he had been on the Community Design Advisory Committee (CDAC) as CP & ED's representative; however, according to the terms of reference he is also a member of CDAC as one of (three) the Regional Centre's representatives. Councillor Mason advised that he was stepping down as the CP & ED Standing Committee representative, therefore a new appointment was required.

MOVED by Councillor Nicoll, seconded by Councillor Adams

That Councillor Tony Mancini be nominated to sit on the Community Design Advisory Committee as the representative from the Community Planning and Economic Development Standing Committee.

Councillor Mancini accepted the nomination.

There being no further nominations,

MOTION PUT AND PASSED.

16. **NOTICES OF MOTION - NONE**

17. **PUBLIC PARTICIPATION - NONE**

18. **DATE OF NEXT MEETING – April 21, 2016**

19. ADJOURNMENT

The Committee adjourned at 12:05 p.m.

Sheilagh Edmonds
Legislative Assistant