

**FCM 2011 CONFERENCE COUNCIL ADVISORY COMMITTEE  
MINUTES**

**MARCH 25, 2010**

- PRESENT:** Councillors: David Hendsbee  
Lorelei Nicoll  
Reg Rankin  
Jim Smith  
Russell Walker  
Mary Wile  
Ms. Marion Currie, Chair and Project Manager, FCM 2011  
Conference
- REGRETS:** Councillor Bill Karsten
- STAFF:** Ms. Cathie Barrington, Chair, FCM 2011 Transportation and  
Logistics Sub-Committee  
Mr. Andre MacNeil, Chair, FCM 2011 Study Sub-Committee  
Ms. Lynn Matheson, Chair, FCM 2011 Communications and  
Marketing Sub-Committee  
Ms. Rhonda MacKinnon, Chair, FCM 2011 Volunteer Sub-  
Committee  
Ms. Chris Newson, Legislative Assistant

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**1. CALL TO ORDER**

Ms. Marion Currie, Chair and Project Manager, called the meeting to order at 1:35 p.m., without quorum present, in the Trophy Room, 2<sup>nd</sup> Floor City Hall, Halifax.

**2. APPROVAL OF MINUTES - NONE**

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

The agenda, as presented, was approved.

**4. BUSINESS ARISING OUT OF THE MINUTES - NONE**

**5. MOTIONS OF RECONSIDERATION - NONE**

**6. MOTIONS OF RECISSION - NONE**

**7. CONSIDERATION OF DEFERRED BUSINESS - NONE**

**8. CORRESPONDENCE, PETITIONS & DELEGATIONS - NONE**

**9. REPORTS**

**9.1 Update from Sub-Committees**

**9.1.1 Social Sub-Committee**

Ms. Currie provided the following update on behalf of Ms. Dee Milne, Chair, FCM 2011 Conference Social Sub-Committee:

- the FCM 2010 Conference (Toronto) Mayor's Cocktail Party will be held at the Allstream Centre.
- the Mayor's Welcome Reception for the FCM 2011 Conference (Halifax) will be held on June 3, 2011 from 7:00 - 9:00 p.m. at the Canada Games Centre (Mainland Common). Plans are underway to showcase the new facility while the visitors are in attendance by providing entertainment such as gymnastics and synchronized swimming.
- staff are working with the Mayor in regard to the details for these events.
- both the Mayor's Cocktail Party and the 2010 Trade Show in Toronto are opportunities to promote FCM Halifax 2011.

Ms. Cathie Barrington, Chair, FCM 2011 Transportation and Logistics Sub-Committee, distributed samples of luggage tags ordered as give-aways for the Trade Show booth in Toronto to further promote the Halifax 2011 Conference.

- a film from Destination Halifax, to be shown during the Monday morning breakfast in Toronto, was one idea being investigated by staff to promote the FCM 2011 Halifax Conference.

The Committee requested that staff use the brand "Halifax 2011" when planning and referencing the FCM 2011 Conference.

Councillors Rankin and Smith entered the meeting at 1:38 p.m. Quorum was obtained at this time.

Ms. Currie advised that a Gala and Farewell Breakfast were the two major events planned for Halifax in 2011. She provided the following details on Ms. Milne's behalf:

- the Gala will be a Kitchen Party on the Pier held at the Cunard Centre on Sunday evening; multi-cultural entertainment is being investigated.
- the Farewell Breakfast will be held at the Cunard Centre on Monday morning.

Suggestions made by the Committee for staff's consideration were as follows:

- investigate having the Halifax Stanfield International Airport Authority partner with the Halifax 2011 event by offering a "welcoming" at the airport when delegates arrive.
- investigate having taxi drivers provided with vests/hats/t-shirts to wear welcoming the FCM delegates at the airport.

Ms. Currie clarified that the Social Sub-Committee would be responsible for providing continental breakfasts and nutrition snacks between education sessions at the World Trade and Convention Centre.

Councillor Nicoll entered the meeting at 1:55 p.m.

More detail will be provided at the next meeting in regard to the social events.

### **9.1.2 Study Sub-Committee**

Mr. Andre MacNeil, Chair, FCM 2011 Conference Study Sub-Committee, advised that he has contacted Senior Management staff for input on what they think HRM is doing

that is innovative and shows leadership that could be promoted during FCM 2011 such as infrastructure, services or programs that may inspire other municipalities to do what HRM has done or is doing. The Study Sub-Committee will also try to make the tours more interesting through efforts such as providing a Harbour Hopper tour from the sea side as part of the Harbour Solutions tour rather than just a tour of the facility. There will be more options available to delegates at Halifax 2011 than were available at the last two FCM Conferences.

Councillor Hendsbee entered the meeting at 2:04 p.m.

The Committee suggested the following:

- have more options with shorter duration for tours/activities
- have more buses transporting delegates to the tours with each group starting at a different section of the facility to eliminate overcrowding and to ensure everyone can see and hear
- ensure information given during the tours is accurate/have a guide on the ferry with the delegates
- use a spare ferry to give tour of the harbour as it would be larger than the Harbour Hopper
- use navigational colours (red and green) for the luggage tags
- have delegates take a ferry to the Dartmouth side with a walk-back tour over the bridge or by way of the Dartmouth Waterfront Trail to the Woodside Ferry
- investigate the potential to have a snack break at the NSCC waterfront campus
- promote Halifax as the University Capital of the country and involve the local university Presidents/Deans.

Mr. MacNeil concluded his presentation by advising that a list is being compiled, with previous ideas suggested by the Committee as well as those ideas brought forward by Senior Management, to be presented at the next meeting.

### **9.1.3 Companion Sub-Committee**

Ms. Currie advised that a new Chair for the Companion Sub-Committee will be recruited. She circulated a list of possible activities submitted by Past Chair, Ms. Jeanette MacPherson. She explained that the companions will have options between formal (arranged) or informal (go on their own with information/advice provided by staff) activities.

The Committee was encouraged to forward further suggestions to Ms. Currie for consideration.

## **9.2 Budget Update**

Ms. Currie circulated the high level, preliminary working budget and reviewed the costs/expenditures. She noted that sponsorship in the amount of \$100,000 was a requirement given by the Executive Management Team. She also noted the current budget was in the black by \$76,000 and that any savings incurred would offset the \$450,000 committed by HRM.

The Committee requested that staff confirm the figures for the Cocktail Party in Toronto (120 attendees at \$24,500) and the Mayor's Welcoming Reception (1500 attendees at \$42,500).

Ms. Lynn Matheson, Chair, FCM 2011 Communications and Marketing Sub-Committee, provided information in regard to proposed sponsorship packages (Platinum to Bronze) and requested the Committee's comments for the next meeting.

The Committee suggested partnering with the NSCC Tourism and Hospitality students in regard to translation services/volunteers as it would provide the students with good experience.

## **9.3 Toronto 2010 Conference Update**

Ms. Currie advised that only three staff members would be attending the FCM Conference 2010 in Toronto from this budget to promote the FCM 2011 Halifax conference. The staff persons will be: Ms. Marion Currie, Project Manager, Ms. Dee Milne, Social Sub-Committee who will coordinate the reception, and Ms. Cathie Barrington, Transportation and Logistics Sub-Committee. Ms. Barrington advised that additional staff would be required to assist during the FCM 2010 conference and that one staff person would be covered under her budget.

Councillor Wile provided a brief update on the FCM 2010 Toronto Conference advising that the Premier of the host province is usually invited to open the conference with the local Mayor and FCM President. She noted that there was also a new initiative for an international opening ceremony panel and workshop, and; awards presented for Achievements of Excellence by FCM members across the country.

Councillor Wile briefly reviewed the expenditures for the 2009 FCM Conference. Ms. Currie requested a copy of the expenditures for her review.

**MOVED BY Councillor Walker, seconded by Councillor Rankin that the FCM 2011 Conference Council Advisory Committee request that Ms. Marion Currie, Project Manager for the FCM 2011 Conference, write to FCM stressing the utmost importance of receiving confirmation of the 2011 theme and education sessions, by January 30, 2011 in order to finalize plans for the FCM 2011 Conference. MOTION PUT AND PASSED.**

**9.4 Approval of Proposed 2010 FCM 2011 Conference Council Advisory Committee Meeting Schedule**

**MOVED BY Councillor Walker, seconded by Councillor Rankin that the FCM 2011 Conference Council Advisory Committee approve the revised FCM 2011 Conference Council Advisory Committee meeting schedule as follows: the meetings are to be held on the third Thursday of the month from 1:30 to 3:30 p.m. on the following dates: April 22, May 20, June 17, no meeting in July, August 12, September 23, October 21, November 10 and December 16, 2010. MOTION PUT AND PASSED.**

- 10. MOTIONS - NONE**
- 11. ADDED ITEMS - NONE**
- 12. NOTICES OF MOTION - NONE**
- 13. DATE OF NEXT MEETING - April 22, 2010**
- 14. ADJOURNMENT**

The meeting was adjourned at 3:11 p.m.

Chris Newson  
Legislative Assistant

**Information Items - NONE**