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1. CALL TO ORDER

The meeting was called to order at 1:35 p.m. in the Trophy Room, 1st Floor, City Hall, Halifax without quorum present.

2. APPROVAL OF MINUTES - March 25, 2010

Due to a lack of quorum, this item was dealt with later in the meeting. See page 8.

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

The agenda was approved as presented.

4. BUSINESS ARISING OUT OF THE MINUTES

Ms. Dee Milne provided the following updates in regard to the Social Sub-Committee comments of March 25, 2010:

- the Gala event in Halifax 2011 will be known as the “Kitchen Party on the Pier” not the “Kitchen Caleigh”
- there will be diverse multi-cultural entertainment to ensure everyone is represented
- the Social Sub-Committee will be responsible for providing basic continental breakfasts as well as morning/afternoon nutrition breaks.

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. Dee Milne, Chair, Social Sub-Committee, reviewed the handouts circulated to the Committee outlining the preliminary plans for the Social - Toronto Conference 2010 event. She provided the following additional information in response to comments from the Committee:

- Toronto 2010 delegates will be transported from the Allstream Centre to the Gala by bus

Councillor Nicoll arrived at 1:43 p.m. Quorum was obtained at this time.

- the cost for Slainth was under \$200
- the Halifax team shirts will be ready by mid-May
- there will be approximately 1400 to 1500 delegates attending the Farewell Breakfast event in Halifax (2011) based on 70% attendance for past Conference Farewell Breakfasts
- the Farewell Breakfast will be a traditional breakfast with maritime flavour (i.e.: salmon/local fruit)

Ms. Milne advised that additional suggestions for Guest Speaker/Entertainment/MC (Master of Ceremonies) for the Halifax 2011 Farewell Breakfast could be provided following the Toronto 2010 event as they will have a better idea of the caliber of entertainment/speaker required.

In response to a question of Ms. Cathie Barrington, Chair, Transportation Sub-Committee, Ms. Milne confirmed that the Halifax 2011 team will not be responsible for the Toronto 2010 Farewell Breakfast.

Ms. Currie added that the organizers for the FCM Toronto 2010 Conference are considering implementing a Closing Ceremony/Plenary during or immediately following the Farewell Breakfast. If that were to occur, the Halifax 2011 Team and/or Mayor Kelly, could speak at the closing Plenary or show a promotional video for the FCM Halifax 2011 Conference. She noted that concern had been expressed that many delegates may not be able to attend the breakfast due their pre-scheduled flights home.

Councillor Rankin suggested that the following persons be invited to the Mayor's Cocktail Reception in Toronto as another means of promoting HRM/Nova Scotia:

- Ambassadors of Nova Scotia living outside the province
- Award winning authors from Nova Scotia such as Alistair MacLeod or Linden MacIntyre
- Members of Parliament
- Anne Murray

For the Farewell Breakfast, Councillor Rankin suggested the world renown Men of the Deep as they are emblematic of Nova Scotia, or, the Nova Scotia Mass Choir.

Councillor Nicoll suggested the Rankin Family also be considered.

Ms. Currie requested that all further suggestions be e-mailed to Ms. Milne or herself.

Ms. Milne retired from the meeting at this time.

Councillor Hendsbee entered the meeting at 1:58 p.m.

9.1.2 Study Sub-Committee

On behalf of Mr. Andre MacNeil, Mr. Fred Wendt, Study Sub-Committee, circulated the Top Ten List of proposed topics for the Study tours. He noted that they were looking to physically show something to the delegates rather than just present to them on a topic. He noted that they were concentrating on ten tours with the possibility of reducing that number.

During the ensuing discussion on the Top Ten List, the Committee provided the following comments/suggestions:

- the proposed study tour titles are good
- in regard to tours of Solid Waste/Composting/Recycling facilities, offer a Part 1 and 2 so those who wish more detail could take the more comprehensive tour; also, due to the logistics of some of the facilities, a longer trip to the C&D facility near the airport (for example) could be a stand alone tour; showcase how Solid Waste is working with the industry in regard to recycling/composting etc.
- focus on the quality of life, as per the Federation of Canadian Municipalities (FCM) initiative, and showcase what is distinctive about Halifax; promote that aspect of Halifax/Nova Scotia such as our reputation for entertainment and research (RIM/Dalhousie/Brain Injury Centre) and that Nova Scotia is the university capital of the country
- showcase what is distinctive about Halifax, for example the Art Gallery of Nova Scotia, and the social structure such as the proposed central library
- utilize the heritage aspect in regard to urbanism/urban renewal by having a travel through time to showcase Halifax from the Explosion/Titanic days to the present as well as future developments underway
- showcase the new transit garage at Ragged Lake
- show the Cogswell Street interchange as urban renewal of the 1960's and

- now the recent development approvals for Barrington Street as part of the urban renewal theme
- commence a tour on an old bus and return on one of the newer buses in keeping with the progressive city theme
- contact the Calgary FCM organizers in regard to the tours as they enabled overflow groups after the pre-registration so that delegates could just show up to a tour they were interested in (another bus was brought in if required) and the delegates were accommodated
- talk to the HRM Planners to have billboards/posters on all properties under development or approved for future development to acknowledge what is to come and show that Halifax is a progressive city
- show how Halifax conquers adversity (Explosion/Titanic/Hurricane Juan / White Juan/Sewage Treatment Plant issues)
- showcase that Halifax has the only joint Emergency Measures Organization (EMO) in the country
- showcase how the Americans helped rebuild the North-end (Hydro-stone area) following the Explosion and how vibrant the area is today

Committee members were encouraged to forward further suggestions to Mr. Andre MacNeil and/or Mr. Fred Wendt.

9.1.3 Communications Sub-Committee

Ms. Currie presented the briefing form previously circulated to the Committee. Upon review of the proposed banner/post card scene, the Committee suggested the following:

- have tag line "*Welcome to Our Neighbourhood*" larger so that it may be easily read
- have the five photo spots along the bottom represent regions of HRM such as the Musquodoboit Railway Station; Fishermen's Cove; Surfing at Lawrencetown Beach; photo of Purdy's Wharf area downtown Halifax; the downtown walking trail to identify the areas as uniquely HRM and not just generic photos that could be from any area
- put photo credits/information on back of postcard indicating what the pictures represent
- emphasize the communities and bridging of communities as municipalities are communities of communities across the country

The Committee encouraged staff to look into the possibility of:

- having the photo images available on CD's/Flash drives as take aways

and also have them available on the view masters to be placed on the tables

- having the combined Provincial/Municipal flag pins available for distribution in Toronto
- check with Film Nova Scotia (Anne MacKenzie) in regard to promotional videos that could be used.

Ms. Currie advised that the door prize for Halifax 2011 will be a "Bring the Party Home" package of gift certificates from the following local businesses: Nova Scotia Crystal, A Taste of Nova Scotia and Clearwater (or other fish/seafood vendor) so that the winner may select what they want and have it shipped home thereby alleviating the worry of transporting the item. The Committee suggested that Glen Breton Whiskey and/or local breweries / vineyards be considered as part of the gift certificate package. She also reviewed the give aways for the Trade Show Booth for Toronto that include: luggage tags with business card inserted welcoming the delegates to Halifax 2011; chocolate lobster shaped treats; two crates from Taste of Nova Scotia will be the daily draw item (one drawn for per day). The banner behind the Trade Booth table will have the image as outlined on the sample circulated to the Committee. She also clarified that the larger banner would not include reference to FCM as, due to the cost to produce, they would like to re-use that banner for future events. The smaller, floor standing banner will have "*Welcome to Halifax FCM 2011*".

Councillors Hendsbee and Wile suggested that the banners be placed strategically throughout the Toronto event locations to catch the eye of the delegates and that the flags from the Councillors' office be taken to Toronto. Ms. Barrington advised that the flags would be shipped to Toronto.

Ms. Currie provided the following information in regard to promoting the Halifax 2011 event during the Toronto 2010 FCM Conference:

- all HRM staff manning the booth will have shirts with logos and the Halifax 2011 logo
- the dress code for Councillors will be their HRM shirts
- a video from Destination Halifax will be shown at the breakfasts
- HRM staff may also attend the educational conferences in Toronto and will take notes
- the Toronto study tours are full but staff may attend if there is a free spot
- it would be important for the Chair of Transportation Sub-Committee to attend the tours in Toronto
- there will be a supply of HRM pins for the Councillors to hand out

In response to Councillor Hendsbee's request for the hand out pins to be the combined

Provincial and Municipal flag pins, Ms. Barrington noted that the cost of those pins would be \$3 - \$5 per pin whereas the ones currently used cost \$50 for 200.

Ms. Currie advised that she had requested to review the Evaluation Form but the request was denied by FCM. She noted that HRM staff will be very busy manning the booth while being as "hands on" as possible in Toronto.

9.1.4 Sponsorship Sub-Committee

Ms. Currie presented Ms. Matheson's Sponsorship Opportunities document as outlined in the agenda package.

The Committee suggested that a minimum be placed on the sponsorship packages and that the information provided was a great start.

Ms. Currie requested that any further comments/suggestions be forwarded to her.

10. MOTIONS - NONE

11. ADDED ITEMS - NONE

12. NOTICES OF MOTION - NONE

The Committee dealt with Item 2 at this time.

2. APPROVAL OF THE MINUTES

The minutes of March 25, 2010 will be revised to capture the new information / clarification provided by Ms. Milne earlier in the meeting. See Item 4, page 3.

MOVED BY Councillor Nicoll, seconded by Councillor Hendsbee that the minutes of March 25, 2010, as amended, be approved. MOTION PUT AND PASSED.

13. DATE OF NEXT MEETING - May 20, 2010

14. ADJOURNMENT

The meeting adjourned at 2:53 p.m.

Chris Newson
Legislative Assistant

Information Items - NONE