

FCM 2011 CONFERENCE COUNCIL ADVISORY COMMITTEE
MINUTES

December 16, 2010

PRESENT: Councillor Russell Walker, Chair
Councillor Mary Wile
Councillor Lorelei Nicoll
Deputy Mayor Jim Smith
Councillor Reg Rankin
Councillor David Hendsbee

REGRETS: Councillor Bill Karsten

STAFF: Ms. Marion Currie, Project Manager
Ms. Cathie Barrington – Transportation and Logistics
Ms. Rhonda MacKinnon – Volunteers
Mr. Andre MacNeil – Study Tours
Ms. Dee Milne – Social
Ms. Lynn Matheson – Communications and Sponsorship

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1. CALL TO ORDER

The Chair called the meeting to order at 1:35 p.m. in the Trophy Room.

2. APPROVAL OF MINUTES

MOVED by Councillor Wile, seconded by Councillor Nicoll that the minutes of October 21, 2010 be approved. MOTION PUT AND PASSED.

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

At the request of the Chair, it was agreed that item 6.4 would be moved up and dealt with as the first order of business under Reports.

There were no additions or deletions to the agenda.

MOVED by Councillor Nicoll, seconded by Deputy Mayor Smith that the agenda as amended be approved. MOTION PUT AND PASSED.

The Chair advised that FCM has made a decision with regard to the theme for the Convention and it is *'Strong Cities, Strong Communities, Strong Canada'*

4. BUSINESS ARISING OUT OF THE MINUTES/ DEFERRED BUSINESS:
None

5. CORRESPONDENCE, PETITIONS & DELEGATIONS - None

6. REPORTS:

6.4 Transportation and Logistics:

Ms. Barrington provided updates with regard to the T-shirts for the volunteers, the purchase of water bottles, and transportation. She noted that staff are working on refining the study tours and that she drafted a memo for the Chair's signature which will be sent to the Acting General Manager of Metro Transit. The memo formally outlines the transportation requirements for the Conference. She advised that the memo will be sent next week with a request for response by January 4, 2011.

6.1 Study Tour

Mr. MacNeil circulated a document outlining the final study tour list with capacity estimates. He advised that eight tours are planned for Friday and Saturday and there is a total seat capacity of 2000.

Mr. MacNeil provided a brief overview of the study tours and responded to questions.

Ms. Currie noted that staff will provide the Committee members a detailed description of each study tour.

6.2 Companions' Program

Ms. Currie advised that approximately one month ago a Request for Proposal was issued for a tour company to handle the transportation and tour guides for the Companions Program, and that Ambassatours was the lowest bid. She noted that this is a cost recovery component of the Conference, and the companions will be paying the cost associated with the tours. Ms. Currie advised of the tours as follows:

- Valley Experience
- A photography/walking tour of the public gardens, Citadel Hill, Grand Parade
- Lunenburg and Mahone Bay
- Peggy's Cove
- Walking Tour at the Titanic Grave, Halifax Explosion Memorial
- Black Cultural Centre
- Pier 21, Harbour Hopper, Keith's Brewery
- Harbour Cruise
- Fishermen's' Cove, Eastern Passage
- Cultural Tour
- Ghost Walk

Councillor Rankin reminded the Committee that this year was also the 200th. Anniversary of Peggy's Cove and he asked that staff consider incorporating this aspect into the Peggy's Cove Tour.

6.3 Communications and Sponsorship

Ms. Currie advised that, previously, the Committee had asked staff to look into sponsorship opportunities for other Municipalities for the 'Farewell to Nova Scotia' Breakfast. She advised that the Union of Nova Scotia Municipalities sent out an e-mail on their behalf to all the Municipalities, and at the annual UNSM meeting a presentation was made to each of the regions to inform them of the opportunity. Ms. Currie advised that, to date, the municipalities that have contacted her for an information package are Mahone Bay, Digby, Stewiacke, Lunenburg, and the District of Guysborough; and that Yarmouth/Yarmouth Tourism/Yarmouth 250 are confirmed for Gold Level sponsorship. Ms. Currie added that, after the Christmas holidays, staff will follow up with another information blitz and it will include a deadline for sponsorship.

A brief discussion ensued with staff responding to questions.

In response to a question, Ms. Currie explained that on January 4, 2011, Procurement will issue an Expression of Interest (EOI) which will allow any business to sponsor the event. She added that this will make the process as open and transparent as possible and provide an equal opportunity for any company to be a sponsor. She added that the EOI will be open from January 4 to the 21st, and parallel to this process, staff have a list of the sponsors from 1999 conference and during the first week of January a letter will be forwarded to them asking if they would be interested in being a sponsor. Ms. Currie advised that, following this and depending on the level of interest that is received, staff will start to target companies directly.

In response to a question from Councillor Hendsbee with regard to whether the Cunard Centre has contracts with exclusive vendors, Ms. Milne advised that she would check on this and provide the information at the next meeting.

Ms. Matheson provided an update in regard to Communications. She indicated that she met with a representative from Destination Halifax and was advised that they can provide an individual webpage and that it could be ready to go in January. She added that another aspect in which Destination Halifax can assist is that they can provide travel councillors to attend the event. Ms. Matheson also noted that Destination Halifax will lend banners which can be used at the airport.

Ms. Matheson added that Destination Halifax can also provide a marketing piece. She also indicated that she was investigating other social media and has requested permission to set up a Facebook page.

Ms. Matheson was asked to look into the costs associated of having banners for the downtown area and bridge.

6.5 Volunteers

Ms. MacKinnon advised that she anticipates starting with 150 volunteers and this number will be finalized once all the other events have been finalized. She added that the T-shirts for the volunteers have been ordered, and that FCM will be supplying some of their own people to assist with registration. Ms. MacKinnon noted that an Expression of Interest will be issued in January to all HRM employees, and advised that anyone who is volunteering during working hours will require permission from their supervisor.

Ms. MacKinnon also noted that she has contacts for outside volunteers.

Councillor Rankin advised that he felt the broader community should be contacted first for volunteers, as the conference is a community event moreso than a municipal event.

Ms. Currie explained that the idea of looking for volunteers internally, first, was that there has already been volunteer recruitment for the Canada Games and that it would be beneficial to have some of these people as volunteers for the conference.

6.6 Social

Ms. Milne circulated an update from the Social Subcommittee and reviewed the status of the Request for Proposals for event management service, the Mayor's welcome reception, the delegate farewell breakfast, the sponsorship of lobster, and the 'Kitchen Party on the Pier'.

7. NEW BUSINESS:

7.1 2011 Committee Meeting Schedule

A brief discussion ensued, and it was agreed that the Committee would continue to meet the third Thursday of each month unless additional meetings were required.

Councillor Wile made reference to FCM's scholarship fund in regard to women in politics and a brief discussion ensued.

The Chair advised that this item would be put on the next agenda.

8. ADDED ITEMS: None

9. DATE OF NEXT MEETING: January 20, 2011

10. ADJOURNMENT

The meeting adjourned at 2:52 p.m.

Sheilagh Edmonds
Legislative Assistant