



**HALIFAX EXPLOSION 100TH ANNIVERSARY ADVISORY COMMITTEE
MINUTES
July 15, 2016**

PRESENT: Mr. Craig Walkington, Chair
Ms. Marilyn Elliott
Mr. Barry Cahill
Mr. Dan O'Brien

REGRETS: Ms. Pat Jessup, Vice Chair
Ms. Renee Gruszecki
Mr. William Robinson-Mushkat
Mr. David Sutherland

STAFF: Mr. Jonathan Wilkie, Marketing Manager, Corporate Communications
Ms. Cathy Collett, 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 the Halifax Explosion 100th Anniversary Advisory Committee are available online:
<http://www.halifax.ca/boardscom/explosion/160715heaac-agenda.php>.*

The meeting was called to order at 10:03 a.m., and adjourned at 10:42 a.m.

1. CALL TO ORDER

The Chair called the meeting to order at 10:03 a.m.

2. APPROVAL OF MINUTES – NONE

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

MOVED by Mr. Dan O'Brien, seconded by Ms. Marilyn Elliott

THAT the agenda be approved as presented.

MOTION PUT AND PASSED.

4. BUSINESS ARISING OUT OF THE MINUTES - NONE

5. CALL FOR DECLARATION OF CONFLICT OF INTERESTS

6. CONSIDERATION OF DEFERRED BUSINESS – NONE

7. CORRESPONDENCE, PETITIONS & DELEGATIONS - NONE

8. INFORMATION ITEMS BROUGHT FORWARD – NONE

9. REPORTS/DISCUSSION

9.1 STAFF

9.1.1 Discussion of Commemorative Emblem

Mr. Jonathan Wilkie, Corporate Communications, gave a brief outline of the emblem development process and introduced Mr. Mike Bardsley of Revolve.

Mr. Bardsley led the Committee through a presentation regarding the creation of the emblem, responding to questions of clarification throughout the presentation.

As he outlined, the Communication Objectives for the project were:

- Inspire the current and next generation to learn more
- Thank all those who helped
- Remember the loss of life, limb, and architecture and those affected
- Recognize Halifax as a stronger city
- Connect the emblem and artwork to the anniversary of the explosion

Committee members expressed concern with the term "life, limb, and architecture," commenting that it does not really encompass the thousands who lost their sight and the fact that most of the buildings that were destroyed were not "architecture," but rather family homes and shops. Committee members suggested that more common language would be better here.

Mr Bardsley explained that the Process to Date was as follows:

- Formation of the Halifax Explosion 100 Committee
- Public engagement yielded 350 submissions
- Direct stakeholder engagement with historians relatives of survivors community stakeholders

- Forty-nine pages of comments and feedback were collected and considered
- Feedback compiled and creative brief developed and approved.

Mr. Bardsley led the Committee through several slides that spoke to part of the creative development of the emblem.

The Halifax Explosion Demonstrates The Resilience of the Human Spirit

- Audiences is students, young people, residents, visitors
- Halifax was a struggling town during WWI – the decision to rebuild Halifax speaks to the resilience of the human spirit.

Be Inspired

- Inspire people to read a book about the Halifax Explosion, learn more, go to Fort Needham park, learn something new.

Recognize

- The extent of the damage and the injury and the help that came from around the world.

Feel Pride

- Halifax Regional Municipality is now a respected city around the world.

Pause

- Approximately 2000 people killed and 9000 people injured, communities obliterated – take a moment to recollect.

Celebrate

- Incredible amount of dedication and effort done to rebuild the city.

Respect

- A tone of respectful commemoration.

Mr. Bardsley presented the emblem to the Committee, explaining that the missing elements in the text speak to the damage, but that the complete “O” in the center of the word “Explosion” speaks to the strength at the heart of Halifax. He noted that the absence of colour in the emblem speaks to the solemnness of the event.

Mr. Dan O’Brien commented that he likes the emblem, but wondered if a slab serif with a heavier serif had been tried. Mr. Bardsley responded that a traditional masthead news font was looked at, but that this one was ultimately decided to work best.

Mr. O’Brien suggested that the first “O” in 100 should be moved a tiny bit to the right.

Ms. Marilyn Elliott commented that she liked the proposed emblem very much.

Mr. Barry Cahill suggested that the word “Harbour” follow the word “Halifax” in order to restore historical accuracy to the name of the event.

Committee members commented that it is important to maintain the name of the event that is the most commonly understood and used – The Halifax Explosion.

Mr. Craig Walkington questioned as to whether “Halifax” and “100” are done in the same font as the new Halifax logo. Mr. Bardsley responded that they are not.

MOVED by Ms. Marilyn Elliott, seconded by Mr. Dan O’Brien

THAT The Halifax Explosion Anniversary Advisory Committee endorses the proposed emblem for the 100th Anniversary of the Halifax Explosion.

MOTION PUT AND PASSED.

9.2 COMMITTEE - NONE

10. ADDED ITEMS

11. DATE OF NEXT MEETING – September 21, 3:00 – 5:00 p.m., Room B272, NSCC IT Campus, 5685 Leeds Street, Halifax.

12. ADJOURNMENT

The meeting adjourned 10:42 a.m.

Cathy Collett
Legislative Assistant