

## HALIFAX REGIONAL MUNICIPALITY

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### HALIFAX REGIONAL COUNCIL COMMITTEE OF THE WHOLE MINUTES January 27, 2004

**PRESENT:** Deputy Mayor Steve Streach  
Councillors: David Hendsbee  
Harry McInroy  
Brian Warshick  
Bruce Hetherington  
John Cunningham  
Jerry S. Blumenthal  
Dawn M. Sloane  
Sue Uteck  
Sheila Fougere  
Russell Walker  
Debbie Hum  
Linda Mosher  
Brad Johns  
Robert P. Harvey  
Reg Rankin  
Gary G. Meade

**ABSENT:** Mayor Peter J. Kelly (Regrets)  
Councillors: Krista Snow (Regrets)  
Ron Cooper (Regrets)  
Condo Sarto (Regrets)  
Jim Smith (Regrets)  
Stephen D. Adams  
Len Goucher

**STAFF:** Mr. Dan English, Deputy Chief Administrative Officer  
Mr. Wayne Anstey, Municipal Solicitor  
Ms. Jan Gibson, Acting Municipal Clerk  
Ms. Patti Halliday, Legislative Assistant

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1. **CALL TO ORDER**

Deputy Mayor Streach called the meeting to order at 1:00 p.m.

2. **APPROVAL OF MINUTES - DECEMBER 2 & 9, 2003**

**MOVED by Councillor Blumenthal, seconded by Councillor Hetherington, that the minutes of December 2 & 9, 2003 be approved, as circulated. MOTION PUT AND PASSED UNANIMOUSLY.**

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

The Order of Business was amended as follows:

Item 6 - Marketing/Funding Opportunity and Item 4 - Review of Greater Halifax Partnership & Halifax Regional Development Agency Service Agreements were reversed on the agenda.

**MOVED by Councillor Hetherington, seconded by Councillor Blumenthal, that the Order of Business be approved, as amended. MOTION PUT AND PASSED UNANIMOUSLY.**

4. **REVIEW OF GREATER HALIFAX PARTNERSHIP & HALIFAX REGIONAL DEVELOPMENT AGENCY SERVICE AGREEMENTS**

This item was addressed later in the meeting.

5. **REGIONAL PLANNING GOALS AND OBJECTIVES**

C A presentation regarding the above was made to Regional Council on January 20, 2004, and was now before Committee of the Whole for discussion and debate.

C A report from Mr. Joe O'Brien, Chair, Regional Planning Committee, was previously circulated to Council.

Ms. Carol Macomber, Project Manager, Regional Planning, gave a brief overview noting individual managers were available to respond to questions regarding the goals and objectives.

Responding to questions of Committee, Mr. Peter Duncan, Manager, Environmental Assets, made the following points:

C Shared septic systems will be examined in the review of the rural settlement forms.

In response to questions of Committee, Mr. Austin French, Manager, Settlement and Community Form, made the following points:

C If it is Council's intent to create additional residential opportunities in the urban core area, that does not necessarily imply an increase in height. It is possible to have increased density without creating high rise buildings.

C Staff have conducted a review of vacant parcels and potential redevelopment sites in the urban core of HRM, and there is a substantial capacity to allow for increased residential development in the urban core without even a change in zoning.

C In response to a question of Councillor Blumenthal regarding properties on the Peninsula that are available for development, Mr. French agreed to provide the Councillor with a map and to discuss this issue further directly with the Councillor.

Responding to questions of Committee, Mr. Dave McCusker, Manager, Regional Transportation, made the following points:

C Regional Planning will look at a number of options in terms of trying to maximize the investment in roadway systems, and strategically placing those dollars will be one of the deliverables for this plan.

C Solutions to the existing problems coincide with the increased capacity for the new development.

C Staff are working on a number of regional transportation projects, one related to the Cole Harbour area, which will be developed and delivered in a timely manner.

Ms. Macomber responded to questions of Committee, making the following points:

C The current time line is for a recommended Regional Plan to be brought to Council late next fall, followed by a four to six month approval process.

C Short-term transportation problems are addressed by Public Works and Transportation Services. The Regional Plan is a 25-year long range plan.

C The day-to-day operations regarding Hurricane Juan are addressed by Real Property and Asset Management and Public Works and Transportation Services. The Regional Plan will be examining where assets lost by Hurricane Juan need to be provided.

C With the implementation strategy of the Regional Plan, there will be programs and strategies brought forward regarding heritage properties.

(Councillor Warshick took his place at 1:25 p.m.)

(Councillor Mosher took her place at 1:35 p.m.)

**MOVED by Councillor Rankin, seconded by Councillor Fougere, that:**

- 1. Regional Council endorse, in principle, the Regional Planning Goals and Objectives (Attachment 1 of the Regional Planning Committee report dated January 15, 2003) as set forth by its Regional Planning Committee; and,**
- 2. Approve revised wording of Regional Planning Principles #3 and #4.**

Responding to further questions of Committee, Ms. Jacqueline Hamilton, Project Manager, Capital District, made the following points:

- C There is research, as part of the Capital District Urban Design Study, that will be integrated with the Regional Planning process. The Regional Plan will establish the framework and identify opportunities and guidelines that need to be assessed as part of the implementation strategy.

In response to additional questions, Ms. Macomber made the following points:

- C Staff are putting together, to the best of its ability at this stage, a priority list of infrastructure based on solid research and will be pursuing opportunities for federal funding as soon as possible.
- C The Regional Plan will rationalize how and where HRM spends money.
- C Based on the 90 day moratorium, staff will have to come back to Council in the very near future with a recommended action plan on the plan amendments to carry HRM through the approved Regional Plan.
- C The next piece before Council will be some mapped options and an action plan on short term plan amendments.
- C Staff are working on some public art initiatives in the Capital District with the intention that it be a pilot that could be used throughout HRM.

Deputy Mayor Streach thanked staff for their presentation.

**MOTION PUT AND PASSED UNANIMOUSLY.**

**6. MARKETING/FUNDING OPPORTUNITY**

- C Correspondence from Phil Denyes, Chair of Sales and Marketing Committee, Ottawa Renegades, dated December 17, 2003, was before Committee for its consideration.
- C Correspondence from Valerie Payne, President, Metropolitan Halifax Chamber of Commerce, dated January 27, 2004, was before Committee for its consideration.
- C A memorandum from George McLellan, Chief Administrative Officer, dated January 23, 2004, was before Committee for its consideration.

Mr. Fred MacGillivray, President, Trade Centre Limited, made a brief verbal presentation to Committee regarding the opportunity for HRM to participate as a Premier Sponsor of the 92<sup>nd</sup> Grey Cup, November 21, 2004, in Ottawa, providing an overview of the benefits and opportunities for HRM that could result in participating in this event. Mr. MacGillivray stated the request before Committee is to approve a sponsorship fee of \$150,000.

Responding to questions of Committee regarding the request, Mr. MacGillivray made the following points:

- C Destination Halifax and Events Halifax have already been engaged with respect to this initiative and a strong interest in being a partner has been expressed by the Province. However, this has not been explored in depth pending Council's support.
- C It is anticipated equal partners will be found to leverage additional funding towards this promotional opportunity in Ottawa to ensure a proper job is done.
- C There have been no formal discussions with the Chamber of Commerce at this point. However, discussion with the Greater Halifax Partnership could be pursued.
- C Over the last eight years, HRM has not had to put any money into the Metro Centre, and none is anticipated over the next few years. In fact, \$300,000 was returned to HRM this year due to the facility's success.
- C HRM has an on-going commitment to support convention business only at the Trade Centre of \$250,000 per annum, which has been indexed over the years to \$480,000.
- C The Trade Centre is the only convention facility in Canada that pays a municipal tax which amounts to approximately \$950,000.
- C If HRM decides to become a Grey Cup sponsor, he would be prepared to Chair a committee to ensure the initiative is conducted properly for HRM.
- C This initiative is an opportunity to market HRM and its services and would send a clear signal to the CFL that HRM is serious about perhaps pursuing, at some point in time, infrastructure opportunities and the opportunity to locate a professional team in HRM.
  
- C Due to the amount of business HRM does in Ottawa, this would enable HRM to engage a relationship on a larger scale.
- C The relationship building opportunity with Ottawa this would provide is very strategic.
- C This initiative would not proceed without further partners to leverage at least equal monies against the investment by HRM.
- C He was the only invited to this meeting, otherwise other potential investors may have attended.

Concerns expressed by members of Committee during the debate included the following:

- C Large commercial businesses in HRM should be sponsoring this initiative, not HRM.
- C This initiative may be premature because HRM does not yet have a stadium in place.
- C HRM would not be the primary beneficiary and concern was expressed that the

- Province or the commercial sector has not come forward with financial sponsorship at this time.
- C There are missing pieces and further steps required for this initiative, as well as competing dollars for other initiatives and infrastructure.
  - C Some residents would find this sponsorship difficult to accept due to other local demands, such as street repair, and advertising and marketing are difficult concepts to sell.
  - C Council should receive more information before making a decision on this proposal.
  - C The Greater Halifax Partnership receives \$900,000 from HRM per year and they should be approached with respect to this request.
  - C A lobbyist for HRM in Ottawa would be a better use of \$150,000.

Councillors speaking in support of the request made the following points:

- C Participating in this initiative is worth the gamble and risk based on the potential benefits, and the fact it happens to be a sporting event should not deter support.
- C This \$150,000 would not be taking away from other projects as it could be taken from the \$300,000 received from the Metro Centre.
- C \$150,000 for promoting the HRM is not a significant amount of money based on the benefits that could be achieved.
- C This initiative provides an opportunity for a week of networking with political and corporate Canada and for HRM to act as it promotes itself to be.

Mr. Dan English, Deputy Chief Administrative Officer, noted another potential source for the funding of this initiative is the Special Events Reserve which is generated through hotel tax from visitors to the area. The reason the issue was brought forward at this time without a staff report was to first determine if there was initial support from Committee to pursue it further.

**MOVED by Councillor Fougere, seconded by Councillor Hetherington, that the opportunity for HRM to participate as a Premier Sponsor of the 92nd Grey Cup, November 21, 2004, in Ottawa be referred to staff for a report to address issues such as a business case, budget implications, etc.**

Councillor Fougere stated there are a lot of implications that need to be discussed before Council makes a decision whether or not to support this initiative.

(Councillor Cooper took his place at the meeting at 2:45 p.m.)

In discussion of the request for a staff report, Councillor Hendsbee stated he would like to see the report address the parameters and limitations of what the hotel marketing levy can fund, noting that fund can only be used for specific uses, which should address some of the

concerns.

Councillor Sloane requested that Council be provided with regular updates regarding funding opportunities for this initiative.

Councillor Warshick spoke in support of the request noting Ontario is HRM's second largest market to bring people and business to this area. The Councillor noted that, in the end, HRM's contribution could be significantly less than the \$150,000 requested with further sponsorship and, he noted the pricing of the sponsorship package is flexible. Also, Councillor Warshick noted some portions of the package, such as tickets, could be resold. In closing, he noted the Grey Cup game is only the vehicle for this great opportunity for HRM and is not the end product. In closing, he stated the benefits of this opportunity will outweigh the costs, and he requested the staff report come back to Council in three to four weeks at the most.

(Councillor Goucher took his place at the meeting at 2:55 p.m.)

**MOTION PUT AND PASSED.**

**RECESS**

A five minute recess was taken at 3:00 p.m.

**4. REVIEW OF GREATER HALIFAX PARTNERSHIP & HALIFAX REGIONAL DEVELOPMENT AGENCY SERVICE AGREEMENTS**

C Copies of the staff presentation regarding the above were provided to members of Committee.

Ms. Betty MacDonald, Director, Governance and Strategic Initiatives, made a presentation to Committee regarding the Greater Halifax Partnership and the Halifax Regional Development Agency Service Agreements, copies of which were circulated to Committee. Ms. MacDonald noted the staff report is not yet complete as there are some issues to discuss with Committee before proceeding further. In closing she stated the staff recommendation is as follows:

- 1) extend the contracts with the Greater Halifax Partnership and the Regional Development Agency for a year
- 2) analyse potential, clarify roles and responsibilities through community discussion of economic potential
- 3) develop new strategies accordingly
- 4) report to Council in six months

Ms. MacDonald stated if this recommendation is acceptable to Committee, staff will come back to Council in one month with a proposed amendment to the two service agreements with an action plan to follow for the coming year.

**MOVED by Councillor Uteck, seconded by Councillor Hetherington, that staff come back to Council in one month with a proposed amendment to the service agreements for the Greater Halifax Partnership and the Halifax Regional Development Agency Service Agreements along with an action plan for them to follow for the coming year.**

Following a brief discussion, the vote was taken.

**MOTION PUT AND PASSED UNANIMOUSLY.**

**6. MARKETING/FUNDING OPPORTUNITY**

This item was addressed earlier in the meeting.

**7. ADJOURNMENT**

There being no further business, the meeting adjourned at 3:45 p.m.

Jan Gibson  
Acting Municipal Clerk