

HALIFAX REGIONAL MUNICIPALITY

FCM 2011 CONFERENCE COUNCIL ADVISORY COMMITTEE MINUTES May 20, 2010

- PRESENT:** Ms. Marion Currie, Chair and Project Manager,
FCM 2011 Conference
Councillors: David Hendsbee
Lorelei Nicoll
Reg Rankin
Jim Smith
Bill Karsten
Russell Walker
- GUEST:** Councillor Dawn Sloane
- REGRETS:** Mayor Peter Kelly, Ex Officio
Councillor Mary Wile
- STAFF:** Mr. Andre MacNeil, Chair, FCM 2011 Study Sub-
Committee
Ms. Cathie Barrington, FCM 2011 Planning
Committee
Ms. Lynn Matheson, FCM 2011 Planning Committee
Ms. Krista Tidgwell, Legislative Assistant

TABLE OF CONTENTS

1.	CALL TO ORDER	3
2.	APPROVAL OF MINUTES - April 22, 2010	3
3.	APPROVAL OF ORDER OF BUSINESS AND APPROVAL OF ADDITIONS AND DELETIONS	3
4.	BUSINESS ARISING OUT OF THE MINUTES - NONE	3
5.	MOTIONS OF RECONSIDERATION - NONE	3
6.	MOTIONS OF RESCISSION - NONE	3
7.	CONSIDERATION OF DEFERRED BUSINESS - NONE	3
8.	CORRESPONDENCE, PETITIONS & DELEGATIONS - NONE	3
9.	REPORTS	
9.1	Update from Sub-Committees on the FCM 2010 Toronto Conference (Verbal)	3
10.	MOTIONS - NONE	6
11.	ADDED ITEMS	
11.1	Membership Update	6
11.2	HRM Video	5&6
12.	NOTICES OF MOTION - NONE	6
13.	DATE OF NEXT MEETING - June 17, 2010	6
14.	ADJOURNMENT	6

1. CALL TO ORDER

The meeting was called to order at 1:33 p.m. in the Media Room, 1st Floor, City Hall, Halifax.

2. APPROVAL OF MINUTES - April 22, 2010

MOVED by Councillor Hendsbee, seconded by Councillor Nicoll, that the minutes of April 22, 2010 be approved, as presented. MOTION PUT AND PASSED.

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

Additions:

- 11.1 Membership Update
- 11.2 HRM Video

MOVED by Councillor Nicoll, seconded by Councillor Hendsbee, that the Order of Business be approved, as amended. MOTION PUT AND PASSED.

- 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 on the FCM 2010 Toronto Conference

- A briefing note regarding the 2010 Toronto Annual Conference and Trade Show was circulated to the Committee.
- Sample photographs for the photo reel, postcard, promotional brochure cover and banner for the Toronto Conference Trade Show, were circulated to the Committee for review.

Marion Currie, Chair and Project Manager, FCM 2011 Conference, provided an overview of the briefing note regarding the 2010 Toronto Annual Conference and Trade Show to the Committee.

The Committee entered into discussion with staff responding to questions.

Councillor Sloane suggested having an HRM Councillor sit on each bus going to the Mayor's Reception, as a form of presence/representation of HRM. Ms. Currie indicated that she would review the logistics respecting the transportation of delegates to the Mayor's Reception and report back to the Committee.

Councillor Smith and Rankin entered the meeting at 1:42 p.m.

Ms. Currie indicated that Committee members could forward additional digital photographs of HRM to staff for the photo reel.

Councillor Karsten asked whether the Good Neighbours logo could be removed from the banner. Ms. Currie advised that the banner has already been printed. She further noted that the Committee had discussed the design of the banner at their last meeting and staff had incorporated the Committee's suggestions. She apologised that Councillor Karsten's suggestion had been missed.

Further points were noted by Ms. Currie respecting the briefing note:

- design work of the banner, postcard, brochures, etc. is being prepared by HRM staff
- 800 HRM pins have been ordered (4 bags)
- staff has purchased an 18" photo frame with audio capability; scenes of HRM and local HRM music will be playing from the frame
- HRM's trade booth number is 106, near the entrance

During the discussion, the Committee expressed the following concerns:

- there is a blue streak running through the clock on the postcard
- the photograph of City Hall has vehicles parked in Grand Parade, which is no longer permitted

Ms. Currie advised that the postcard photo has been lightened up. It was further noted that due to the time restraints, the photograph of City Hall could not be changed.

In response to questions raised by Councillor Hendsbee regarding Trade Show attire, Ms. Barrington advised that Councillors and staff have been provided with blue FCM golf shirts, to be worn during the Trade Show.

Ms. Currie advised that the Closing Ceremonies will commence at 1 p.m., following the breakfast.

Several Committee members expressed concern that many of the members, as well as, Mayor Kelly would not be able to attend the Closing Ceremonies at 1 p.m. due to their flight arrangements. Councillor Karsten suggested having the Halifax promotional video

played at the end of the breakfast, noting that this has been a tradition at past conferences.

MOVED by Councillor Karsten, seconded by Councillor Rankin, that the FCM 2011 Conference Council Advisory Committee request that Mayor Peter Kelly contact Mayor David Miller of Toronto, by way of telephone and in writing, as soon as possible, to request Mayor Miller's consideration that the Halifax promotional video be played, as is traditional, at the end of the final breakfast.

MOTION PUT AND PASSED.

The Committee noted the following points/suggestions regarding HRM's promotional video:

- possibility of having narration throughout the video
- the Destination Halifax promotional video focuses too much on food and drinks
- option to put audio on the Destination Halifax promotional video

Ms. Currie indicated that there will be music playing in the background of the Destination Halifax promotional video. Ms. Lynn Matheson, FCM 2011 Planning Committee, confirmed that narration can be added to the new HRM promotional video. Staff further confirmed that the Destination Halifax promotional video is the property of Destination Halifax and can not be altered by HRM staff.

Following a brief discussion regarding which promotional video to use at the Toronto conference, it was **MOVED by Councillor Nicoll, seconded by Councillor Hendsbee, that the FCM 2011 Conference Council Advisory Committee, proceed with the development of a new promotional video for Halifax and review both the new video and the Destination Halifax video and determine which is to be used at the upcoming FCM Conference in Toronto. MOTION PUT AND PASSED.**

It was noted that Councillor Sloane is the FCM representative for the 2010-2012 term and would be providing closing remarks at the Closing Ceremonies on behalf of Mayor Kelly.

Councillor Rankin expressed the importance of the Committee having an opportunity to speak at the breakfast. He further commented that in the absence of the Mayor, a member of the Committee should provide closing remarks at the breakfast, if approved by Mayor Miller.

MOVED by Councillor Rankin, seconded by Councillor Karsten, that the FCM 2011 Conference Council Advisory Committee appoint Councillor Russell Walker, a

former member of the FCM Board and a member of the HRM FCM 2011 Conference Council Advisory Committee to speak at the final breakfast in lieu of Mayor Kelly, pending Mayor David Miller's approval.

Councillor Nicoll exited the meeting at 2:42 p.m.

Ms. Currie confirmed that Mayor Kelly had appointed Councillor Sloane to speak on his behalf at the Closing Ceremonies and not during the breakfast.

MOTION PUT AND PASSED.

In response to a question raised by Councillor Walker regarding door prizes for the Halifax Conference in 2011, Ms. Currie advised that the prizes will be provided by the hosting city and vendors.

10. MOTIONS - NONE

11. ADDED ITEMS

11.1 Membership Update

Following a brief discussion, the Committee deferred this matter following the FCM 2010 Toronto Conference.

11.2 HRM Video

This matter was discussed under Item 9.1 - Update from Sub-Committees on the FCM 2010 Toronto Conference, see page 5.

12. NOTICES OF MOTION - NONE

13. DATE OF NEXT MEETING - June 17, 2010

14. ADJOURNMENT

The meeting adjourned at 3:01 p.m.

Krista Tidgwell
Legislative Assistant

INFORMATION ITEMS

May 20, 2010

None.