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Item No. 3

**Halifax Regional Council
June 2, 2009**

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY:

Church

Jennifer Church, Managing Director, External & Corporate Affairs

DATE: May 26, 2009

SUBJECT: DND Highway Sign Update

INFORMATION REPORT

ORIGIN

September 30, 2008 Council Report on DND Signage:

“MOVED BY Councillor McCluskey, seconded by Councillor Sloane, that Halifax Regional Council approve the incorporation of the phrase "Home of Canada's East Coast Navy" on existing HRM signs at the three highway entrances to HRM (Highway 103, Highway 102, and Highway 101) at the boundaries.”

This report provides an update on the status of the new signs.

BACKGROUND

On September 30, 2008, Regional Council approved the addition of the phrase “Home of Canada’s East Coast Navy” to the HRM signs at the three highway entrances to the municipality (Highway 103 via the Bicentennial, Highway 102 via the airport, and Highway 101 via Bedford/Sackville). This initiative was undertaken by the Community Leadership Advisory Council to the Admiral (CLAC), whose goal is to increase awareness of the critical role the Navy plays in the community. The new highway signs are a public display of the municipality’s support for the Navy and demonstrate the strong relationship between the community and the military.

The cost for creating the new signs was shared by DND and the provincial Department of Transportation and Infrastructure Renewal.

DISCUSSION

HRM, DND and the NS Department of Transportation & Infrastructure Renewal have been working together to re-design the signs and construct them. The signs are now ready to be erected by the highway. First, however, they will be officially unveiled on June 7 at the DND Open House at HMC Dockyard. The Open House is a yearly event aimed at strengthening ties between the military and the community in which it resides, by inviting residents to visit the Dockyard, explore some of the ships and facilities, and speak with members of the military and their families. The sign unveiling at this Open House will provide an opportunity to highlight the close relationship and goodwill between the municipality and the navy.

The sign unveiling itself is to be a stand-alone event during the Open House and will have specific invitations sent from the Admiral, the Mayor, and the CLAC chaired by HCapt (N) Myra Freeman. It is scheduled to take place at approx 12:20 PM following remarks by Rear Admiral Paul Madison, and all Councillors are invited to attend.

HRM Communications is preparing a full-size mock-up of the new sign to be used at the event. A press release announcing the new signs will be sent out prior to the unveiling.

BUDGET IMPLICATIONS

N/A

FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation.

ATTACHMENTS

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/agenda.html> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

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