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**Halifax Regional Council**  
**March 28, 2006**

**TO:** Mayor Kelly and Members of Halifax Regional Council

**SUBMITTED BY:**

  
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Councillor Andrew Younger, Chair  
Marketing Levy Working Committee

**DATE:** March 22, 2006

**SUBJECT:** **Marketing Levy Working Committee - Amendment to Draft Terms of Reference**

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**ORIGIN**

Meeting of the Marketing Levy Working Committee of March 22, 2006

**RECOMMENDATION**

It is recommended that Regional Council approve expanding the Terms of Reference of the Marketing Levy Working Committee to enable the Committee to provide input on the issue of Facilities/Major Events Hosting Strategy and the Special Events Reserve.

**Marketing Levy Working Committee - Amendment to  
Draft Terms of Reference  
Council Report**

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**March 28, 2006**

**BACKGROUND**

At the September 20, 2005 meeting of Regional Council, a motion was passed to refer the matter of the Marketing Levy - Major Events Facilities Reserve to the Membership Selection Committee to establish a working committee.

A committee was formed and held its first meeting March 22, 2006.

**DISCUSSION**

The Committee reviewed the draft Terms of Reference which was submitted, and it was suggested that the Terms should allow for the Committee to provide input on the Major Events Hosting Strategy and the Existing Special Events Reserve. Subsequently, a motion was passed to request Regional Council's approval on expanding the Committee's Terms of Reference to include this aspect.

**BUDGET IMPLICATIONS**

None pertaining to this report.

**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.

**ALTERNATIVES**


Regional Council could refuse the request for expanding the Terms of Reference, and maintain the status quo. This is not recommended.

**ATTACHMENTS**

Marketing Levy Working Committee Terms of Reference

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.

Report Prepared by:



Sheilagh Edmonds, Legislative Assistant

## **Terms of Reference**

### **HRM Marketing Levy Working Committee**

#### **MANDATE**

The HRM Marketing Levy Working Committee is an ad-hoc committee appointed as a committee of Council by the Mayor and Councillors of the Halifax Regional Municipality to recommend to Council the process for the distribution and use of the additional funds generated by the 0.5% increase in the Marketing Levy.

#### **Statement of Purpose**

The committee shall:

1. Establish goals, principles and process regarding the future use of the additional funds generated by the 0.5% increase in the Marketing Levy; and
2. Develop and recommend to HRM Mayor and Council a legally binding service agreement between HRM and Destination Halifax.

#### **Composition of Committee**

Committee members shall be appointed by the Mayor and Council of Halifax Regional Municipality. The committee shall be composed of:

1. Three members of the Council, appointed by the Council;
2. Three representatives of the tourism industry made up of one representative each appointed by the Hotel Association of Nova Scotia (HANS), the Tourism Industry Association of Nova Scotia (TIANS), and Destination Halifax;
3. The Deputy Chief Administrative Officer and the Director of Recreation, Tourism and Culture of Halifax Regional Municipality, as non-voting members; and
4. One staff member of Destination Halifax, appointed by Destination Halifax, as a non-voting member.

The committee will be logistically supported by staff from the Recreation, Tourism, and Culture Business Unit and the Clerk's Office of the Halifax Regional Municipality.

#### **Term of Office**

The HRM Marketing Levy Working Committee is established as an ad hoc working group to complete the specific tasks referenced in the above Statement of Purpose.

### **Chair and Vice Chair**

The committee shall appoint a Chair and Vice-Chair from among its members at the beginning of the first meeting.

The Chair shall preside at all committee meetings, seek ratification by the committee of all actions and decisions relative to the mandate and purpose of the committee, and prepare and present to the Mayor and Council all actions and decisions recommended by the committee relative to the marketing levy and the service agreement.

The Vice-Chair shall fulfill the duties of the Chair in the absence, disability, or refusal of the Chair to act.

### **Quorum**

Four voting members of the Marketing Levy Working Committee, made up of at least two HRM and two industry voting representatives present and in person for any meeting of the Marketing Levy Working Committee shall constitute a quorum

### **Meetings**

The Marketing Levy Working Committee shall meet bi-weekly until completion of the tasks assigned to the committee.

### **Absenteeism**

Any member of the committee who misses three (3) consecutive meetings without notification may be replaced. Absentee members must first be notified in writing by a letter from the Chair. The final approval to remove and replace any member will be the decision of Halifax Regional Municipality Council.