

HALIFAX REGIONAL MUNICIPALITY

HALIFAX REGIONAL COUNCIL
COMMITTEE OF THE WHOLE MINUTES

March 5, 2013

PRESENT: Mayor Mike Savage
Deputy Mayor Reg Rankin
Councillors: Barry Dalrymple
David Hendsbee
Lorelei Nicoll
Gloria McCluskey
Darren Fisher
Waye Mason
Jennifer Watts
Linda Mosher
Russell Walker
Stephen Adams
Matt Whitman
Brad Johns
Steve Craig
Tim Outhit

REGRETS: Councillors: Bill Karsten

STAFF: Mr. Richard Butts, Chief Administrative Officer
Ms. Marian Tyson, Municipal Solicitor
Ms. Cathy Mellett, Municipal Clerk
Mr. Matt Godwin, Legislative Assistant

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1. CALL TO ORDER

Mayor Savage called the meeting to order at 1:03 p.m.

2. APPROVAL OF THE MINUTES – NONE

3. Proposed Administrative Order 55 Respecting HRM Sponsorship and Proposed Administrative Order 56 Respecting HRM Sale of Naming Rights (Deferred May 29, 2012)

The committee report, dated May 16, 2012, presentation, dated March 5, 2013, correspondence, dated March 4, 2013 from Ms. Holly Gillis, a Regional Council extract dated May 29, 2012 and an Audit and Finance Standing Committee extract, dated May 19, 2012, were before Council.

Mr. Chris Bryant, Acting Managing Director, Government Relations & External Affairs indicated that the proposed changes are a follow-up to his presentation at last May's Audit and Finance Standing Committee meeting. He noted that the staff report aligns with other cities and that a recently released document by Capital Health was also part of the research used to inform this report.

Mr. Bryant suggested that Council may want to consider a separate alcohol policy.

Councillor Nicoll asked if other cities outline target audiences or values for sponsorships and Mr. Bryant advised most did not. He noted they are all generally flexible.

Councillor Mosher noted the last time the item came before Council she moved staff include a responsible drinking component to all alcohol-related requests.

Ms. Denise Schofield, Manager, Regional Recreation & Culture responded that this amendment proposal stems from the Audit and Finance Standing Committee meeting and the responsible drinking component is in effect.

In response to a question from Councillor Watts regarding the City of Toronto's policy, Ms. Anne Totten, Corporate Policy Analyst, clarified that the Toronto policy is separate and is still under development.

MOVED by Councillor Rankin, seconded by Councillor Nicoll that Halifax Regional Council:

- 1) Approve proposed Administrative Order 55, Respecting HRM Sponsorship, as outlined in the March 16, 2012 staff report with the following amendment: "Alcohol sponsorships must contain a responsible drinking component", and;**

2) Approve proposed Administrative Order 56, Respecting HRM Sale of Naming Rights, as outlined in the March 16, 2012 staff report.

Deputy Mayor Rankin noted that the item was vetted at the Audit and Finance Standing Committee. The change as outlined will foster private sector contributions and reduce HRM expenditures. With respect to the naming component, this outlines the comprehensive policy on naming of the assets of HRM and will assist in HRM's capital requirements.

Councillor McCluskey was displeased with the staff report and is particularly concerned with the lack of safeguards with respect to the presence of alcohol sponsorship at upcoming events in the summer. She pointed to peer-reviewed research indicating the harm being done to young people as a function of alcohol-advertising and also noted a number of decisions restricting this type of advertising in Boston and Los Angeles. She also noted that little money would be realized from alcohol sponsorship.

Councillor Watts echoed Councillor McCluskey's concerns with respect to the substance of the report. She asked about the decision-making process and who ultimately will be responsible.

Ms. Schofield responded that the amount contributed for sponsorship by alcohol companies is relatively small. The amounts put forward are consistent with HRM's financial policies. She indicated that staff would welcome a discussion on funding from alcohol companies.

Councillor Nicoll asked if Ms. Schofield would be the one deciding on the outcome of sponsorships less than \$25,000.00 and Ms. Schofield responded that she would be.

Councillor Nicoll advised that an amendment should be added to consider a separate alcohol policy and Councillor Rankin responded that something will be added in the interim and that this item will return to Regional Council at a future date.

Councillor McCluskey noted that this decision won't take care of advertising this year, but that Ms. Schofield will take comments into account and that a separate alcohol policy will be brought forward.

Councillor Craig indicated he would like to have more details on what is meant by a responsible drinking component and a municipal alcohol policy.

Councillor Johns noted that the report does not illustrate what staff consider acceptable sponsorship at family events.

Ms. Schofield explained that the policy is meant to be flexible and staff can say no to alcohol sponsorships for family events on this basis.

Councillor Mosher noted that a number of HRM affiliated events already have alcohol sponsorship and that attempting to ban all alcohol-related advertising is a futile gesture given its presence in many other places. She noted that in Toronto the municipal alcohol policy emphasizes a managed approach to alcohol consumption. There is insufficient evidence to ban alcohol sponsorship.

Deputy Mayor Rankin reiterated that the intent of the motion is to allow staff to go forward until an alcohol policy is determined.

MOVED by Councillor McCluskey, seconded by Councillor Johns that

- 1. staff work with key partners in the community to establish a process and scope to develop a municipal alcohol policy;**
- 2. the process should be based on consultation with the public and broad community partners, with a scan of the latest research and best practices.**

Councillor Watts asked what the timeframe will be for an alcohol policy with Mr. Bryant indicating that the policy would be before Regional Council within one year.

Councillor Adams asked what staff expect the end result to look like and the Mayor responded that the process is important and its acceptable to start with something vague and allow a workable policy to take shape over time.

The CAO noted that Council can tweak the motion to ensure a statement on scope is included.

Councillor Fisher asked what staff consider to be fair market value with respect to naming rights and Ms. Schofield responded that they will do a market assessment and look at other municipalities for best practices.

THE MOTION TO AMEND WAS PUT AND PASSED.

The vote on the amended motion, as follows, was put:

MOVED by Councillor Rankin, seconded by Councillor Nicoll that Halifax Regional Council:

- 1. Approve proposed Administrative Order 55, Respecting HRM Sponsorship, as outlined in the March 16, 2012 staff report with the following amendment: "Alcohol sponsorships must contain a responsible drinking component" to become effective 120 days from the date of approval, and;**
- 2. Approve proposed Administrative Order 56, Respecting HRM Sale of Naming Rights, as outlined in the March 16, 2012 staff report to become effective 120 days from the date of approval.**

3. a) **That staff work with key partners in the community to establish a process and scope for approval by Regional Council, towards developing a Municipal Alcohol Policy for HRM**
- b) **The process should be based on consultation with the public and broad community partners and should include an environmental scan of latest research as well as best practice policies in other municipalities.**

MOTION PUT AND PASSED.

4. ADJOURNMENT

The meeting was adjourned at 2:05 p.m.

Cathy J. Mellett
Municipal Clerk