



**HALIFAX EXPLOSION 100TH ANNIVERSARY SPECIAL ADVISORY COMMITTEE
MINUTES
September 20, 2017**

PRESENT: Craig Walkington, Chair
Pat Jessup, Vice Chair
Marilyn Elliott
Barry Cahill
William Robinson-Mushkat
David Sutherland

REGRETS: Renee Gruszecki
Dan O'Brien

OTHERS: Councillor Lindell Smith, District 8 – Peninsula North (non-member)

STAFF: Elizabeth Taylor, Manager, Culture & Events; Parks, Recreation & Communities
Michaelyn Thompson, Acting Manager, Marketing, Corporate Communications
Jamie MacLellan, Community Developer; Parks, Recreation & Communities
Kellie McIvor, Cultural Asset Manager, Parks, Recreation & Communities
Peter Greechan, Community Developer; Grants & Contributions; Finance & Asset Management
Jennifer Weagle, Legislative Assistant, Office of the Municipal Clerk
Hannah Forsyth, Legislative Support, Office of the Municipal Clerk

The following does not represent a verbatim record of the proceedings of this meeting.

The agenda, supporting documents, and information items circulated to the Committee are available online at Halifax.ca

The meeting was called to order at 3:02 p.m. and the Committee adjourned at 4:11 p.m.

1. CALL TO ORDER

The Chair called the meeting to order at 3:02 pm at NSCC IT Campus, 5685 Leeds Street, Halifax.

2. APPROVAL OF MINUTES – August, 16, 2016

MOVED by Pat Jessup, seconded by Marilyn Elliot,

THAT the minutes of August 16, 2016 be approved as circulated.

MOTION PUT AND PASSED.

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

MOVED by Barry Cahill, seconded by David Sutherland,

THAT the agenda be approved as presented.

MOTION PUT AND PASSED.

4. BUSINESS ARISING OUT OF THE MINUTES - NONE

5. CALL FOR DECLARATION OF CONFLICT OF INTERESTS - NONE

6. CONSIDERATION OF DEFERRED BUSINESS - NONE

7. CORRESPONDENCE, PETITIONS & DELEGATIONS - NONE

8. INFORMATION ITEMS BROUGHT FORWARD – NONE

9. REPORTS/DISCUSSION

9.1 STAFF

9.1.1 HRM Communication Plan – 100th Anniversary of the Halifax Explosion

The following was before the Committee:

- A staff presentation “Connecting to the Commemoration” dated September, 20, 2017

Michaelyn Thompson presented the HRM Communications Plan relating to the 100th anniversary of the Halifax Explosion.

With regard to plans for bookmarks commemorating the explosion being distributed to students of the Halifax Regional School Board, Councillor Smith suggested the bookmarks also be circulated to Halifax Regional Library branches. The Councillor also suggested that Instagram as a social media platform, instead of Facebook, is a better way to engage youth.

Responding to questions, staff clarified the definition of “unique visits” to the website as visits to the website by new and different IP addresses. The Committee also asked about public outreach and engagement targets, staff was not aware of a designated target but advised that a premature campaign would not be extremely effective. Attention was given to the successful CTV campaign, the recent collection of events compiled by The Coast, the two Halifax Explosion related documentaries that were shown at the Atlantic Film Festival, and other recent events that are building momentum toward the anniversary.

In response to questions from the Committee about the National Historic site designation for Fort Needham Memorial Park, staff advised that a plaque unveiling may be arranged for the memorial ceremony.

Responding to questions from the Committee about holding a formal launch for the countdown to the anniversary, staff advised that there are no plans for an official launch, and that the Creative Cities summit (Halifax, October 18 – 20, 2017) will be used to promote the anniversary commemoration.

The Chair suggested that staff consider ways to increase visits to the HRM Halifax Explosion website, and general awareness of the 100th anniversary. Staff indicated that would take this into consideration.

9.1.2 Commemorative Markers Project

The following was before the Committee:

- Information about the Halifax Explosion Commemorative Markers project

Elizabeth Taylor, Manager, Culture & Events, and Jamie MacLellan, Community Developer, Parks, Recreation & Communities, provided an overview of the Halifax Explosion Commemorative Markers project. Staff noted that funding was provided by the Heritage Canada, and in accordance with the guiding principles the markers are highly visible, on HRM land, stand alone, and reflect the history while highlighting the resiliency and rebirth of Halifax. Staff indicated that the markers will be completed by March 2018 with some markers in place for the anniversary on December 6, 2017.

With regard to the question of whether the markers are considered monuments or public art, staff clarified that the markers are regarded in an artful way. Staff clarified that this was a staff initiative, the project was discussed with the Committee some months back, although the Committee was not provided with the opportunity for input on the design. Staff further advised that HRM will own the design for the markers, and additional markers can be installed in the future if opportunities arise.

9.1.3 List of Contents from 1985 Time Capsule

9.1.4 Updated 2017 Time Capsule Contents

The following was before the Committee:

- Contents of Fort Needham Memorial Time Capsule (1985)
- Time Capsule (2017) Update memo dated September 20, 2017

Kellie MacIvor, Cultural Asset Manager, Parks, Recreation and Communities, advised that the list of contents of the 1985 time capsule, along with the digitized contents will be made publicly available before December 6, 2017.

The Committee was asked to consider whether any digitized contents of the 1985 time capsule should be included in the 2017 time capsule, and to bring this information forward to the next regular meeting for discussion.

Kellie MacIvor indicated that the 2017 time capsule has been ordered and will measure 14" x 14" x 14", with delivery anticipated for November.

The Committee was asked to review the 2017 time capsule contents list and to bring any items assigned to them to next meeting. The list of contents will be finalized at that time, and staff will compile the physical items for November.

9.1.5 Commemorative Coin Design

The following was before the Committee:

- Graphics of the draft commemorative coin design and materials.

Kellie McIvor updated that they have been working with Rideau (company) on the design of a commemorative coin. Staff reviewed the potential designs and finishes with the Committee. Committee members were in agreement on the recommended design which included an image of the bell tower and the dates 1917-2017, with the suggestion that the date December 6 be included in the blank space to the upper right of the tower. The Committee also agreed to a pewter finish in the 1 ½ " size.

Kellie McIvor advised that the first run of the coins will number between 250 to 300 coins and will be given to survivors with a letter from the Mayor. Elected officials and committee members will also be provided a limited number for distribution. The cost is estimated at \$17.50 per coin and staff indicated that the cost is in accordance with the pricing of other national companies. Staff advised that HRM will purchase the dies to be able to order further coins as funding allows. The delivery date of the coins is to be determined.

9.1.6 Update on Canada Post Stamp

Kellie McIvor advised there will be a Canada Post stamp commemorating the anniversary of the explosion in November, as indicated in a recent press release from Canada Post, and a stamp from the first day of production will be included in the time capsule. Further details of the design should be available for the next meeting. The Committee suggested that the launch of the stamp be incorporated into a larger launch of the 100th anniversary commemoration, with elected officials present. Staff indicated they will take this into consideration.

9.1.7 Canadian Mint Coin

At the request of the Committee, staff indicated that they do not believe the Canadian Mint coin commemorating the 100th anniversary of the Halifax Explosion will be circulated. They will request clarification from the Mint in writing.

Councillor Smith left the meeting at this time.

9.2 COMMITTEE MEMBERS

Will Robinson-Mushkat advised that he has been asked to present at the Nova Scotia Heritage Conference in November to discuss the work and purpose of the Halifax Explosion 100th Anniversary Special Advisory Committee.

David Sutherland advised that he has been asked to take part in a Dalhousie University panel discussion on the legacy of the Halifax Explosion, which will take place at the Dalhousie Art Gallery on October 11th. David will circulate more information via email to members.

Craig Walkington noted that two Halifax Explosion related events are planned for Government House, and he will be able to provide more information at the next meeting.

Pat Jessup advised that the Stadacona Band of the Royal Canadian Navy will present a musical commemoration of the 100th Anniversary of the Halifax Explosion on November 26th at the Halifax Central Library.

10. ADDED ITEMS - NONE

11. DATE OF NEXT MEETING

Staff indicated that the date of the next meeting (October 18) coincides with the Creative Cities summit and they will not be able to attend. The Committee agreed to move the meeting to another date, with October 24, 2017, tentatively chosen. The Legislative Assistant will email members to confirm availability.

12. ADJOURNMENT

The meeting adjourned at 4:11 p.m.

Hannah Forsyth
Legislative Support