



**FEDERATION OF CANADIAN MUNICIPALITIES
2018 CONFERENCE ADVISORY COMMITTEE
MINUTES
July 4, 2018**

PRESENT: Councillor Russell Walker, Chair
Councillor David Hendsbee
Councillor Lindell Smith
Mayor Mike Savage

REGRETS: Councillor Sam Austin, Vice Chair
Councillor Bill Karsten
Councillor Steve Craig
Deputy Mayor Waye Mason

STAFF: Marion Currie, Program Manager, Corporate and Customer Services
Dee Vipond, Sub-committee Co-Chair- FCM Social Events
Beth Udby, Sub-committee Co-Chair, FCM Social Events
Maggie MacDonald, Managing Director of
Government Relations and External Affairs
Ken Benoit, Sub-committee Chair- Volunteers
Cathy Collett- Volunteers
Cathie Barrington, Sub-committee Chair- Transportation
Andre MacNeil, Sub-committee Chair- Study Tours
Jaiya Jagger- Sponsorship
Megan Couture- Marketing and Communications
Sharon Chase, Legislative Assistant

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

The agenda, reports, supporting documents, and information items circulated are online at halifax.ca.

Final meeting of Committee- minutes administratively approved.

The meeting was called to order at 1:15 p.m. and adjourned at 2:10 p.m.

1. CALL TO ORDER

The Chair called the meeting to order at 1:15 p.m. in Halifax Hall, City Hall.

2. APPROVAL OF MINUTES – May 16, 2018

MOVED by Councillor Smith, seconded by Councillor Walker

THAT the minutes of May 16, 2018 be approved as circulated.

MOTION PUT AND PASSED.

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

MOVED by Councillor Walker, seconded by Councillor Smith

THAT the agenda be approved as presented.

MOTION PUT AND PASSED.

Two-thirds vote required.

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- Debrief Reports

Marion Currie introduced the staff team to the Committee acknowledging them as the people who made this event and conference work. Each area made a short presentation providing key highlights and recommendations.

The Chair thanked everyone for their efforts and hard work.

9.1.1 Volunteers

Ken Benoit and Cathy Collett reported that 160 HRM volunteers were involved, setting a record number. Volunteers came from every business unit. They worked hard and enjoyed their work, going above and beyond to showcase the municipality. Many commented that they were appreciative for the opportunity and wanted to get involved in the future and that it provided great team building and a chance to feel connected to other HRM employees. A highlight was Fire Services working on stuffing over 2000 delegate bags and receiving a \$1500 donation to Halifax United Way from FCM. A recommendation would be to have general greeters available to assist delegates in the registration area the first day of the Conference. A thank you reception for volunteers has been organized for July 12th and 110 RSVP's have been received.

9.1.2 Companion Tours

Marion Currie reported on behalf of Paul Johnson that there were 727 companions at the conference and that 916 individuals registered for the 17 tours offered. The companion lounge was well used providing snacks, coffee and tea and wonderful views of the city. It was always busy and became a gathering point. It was suggested that gathering contact information for companions would be helpful as a means of getting in touch quickly if something changes, for example a boat tour that cancelled due to poor weather.

9.1.3 Study Tours

Andre MacNeil reported that 1400 delegates participated in the 14 themed tours with 45 trips offered. There were 60 different tour leaders, all of whom enjoyed the opportunity to showcase their areas of the municipality. Delegates enjoyed the tours and provided lots of positive feedback. All tours were well received with the African Nova Scotia tour being particularly popular. Tours were sold out from Day 1, wherever possible delegates were accommodated by being provided other times or other tours as an option. When planning the tours new ideas were incorporated to push the envelope and include rural areas, working with community partners, having two business units presenting together. The tours were then developed to enhance each venue and tell a unique Halifax story, resulting in a richer, multidimensional experience and presenting a broader perspective. It was suggested that some coordination was needed to ensure the tours happened around the scheduled events on the FCM agenda, for example on Thursday there were no events planned and more tours could have been arranged for that time. Booking in advance for tours is most effective and it was suggested that holding back spaces was not necessary.

9.1.4 Transportation

Cathi Barrington reported transportation costs for the daily hotel shuttle and Mayor's Welcome reception were \$41,000 offering 44 shuttle hours daily. The first day was very busy as no conference events were planned. The team worked very hard and were always accommodating offering creative solutions whenever something came up. Hotel shuttles were extended and stopped at 8 hotels rather than the original 5. Barrington was very proud of how volunteers went the extra mile and provided individual service particularly to delegates with mobility issues. Ambassadors were good partners to work with. Two additional shuttles were added during the Mayor's Reception. The departure area worked well with the snack's provided being a big hit. Halifax Transit did a wonderful job and the drivers all went above and beyond with great attitudes.

9.1.5 Social Events

Dee Vipond and Beth Udby reported that all set goals for catering and beverage service were exceeded. The Welcome Reception hosted 2300 delegates with 1703 comp beverage tickets redeemed and 58 bottles of Jost wine served. The Lobster Dinner was attended by 2146 people wearing 2125 sou'westers and 33 lobster hats. 4166 lbs. of lobster were served at \$9.50/lb. (a savings over the original quote of \$13/lb) and over 700 complimentary beer also served. On-site first aid was able to assist someone who had an unknown allergy to lobster. The lobster free zone was not utilized which will be noted for future events. A suggestion would be to have a space for scooter self or valet parking. 120 lbs. of salt water taffy were consumed. The events were very successful and created a welcoming maritime atmosphere.

9.1.6 Sponsorship & Budget

Jaiya Jagger reported that \$252,028 in sponsorship was secured, which includes costs associated with Halifax Transit. 33% was from government; private sponsorship was a combination of cash and products in kind. All sponsorship was secured by staff. The process was fair and transparent. It was recommended that this process should begin one year out and that templates be created for sponsorship agreements and contracts.

Marion Currie reported the total cost to HRM for the conference was \$194,808, well under the budget of \$500,000. A breakdown of how the money was spent in each area was shared and it was noted that estimates of transfer grants and cost recovery had been factored in as the final report has not been received from FCM to date.

Mayor Savage offered congratulations to staff and the Committee. Mayor Savage noted that it was a great event showcasing what the city has to offer.

9.2 COMMITTEE

9.2.1 Committee recommendations for Quebec City FCM Conference 2019

The Committee shared some feedback on the food service provided by the Convention Centre on behalf of FCM. The high volume of people at lunchtime was a challenge. Some technology issues were also mentioned relative to FCM's responsibilities. The FCM app was a static web link more than an interactive tool and could be improved. Delegates were very happy to be in Halifax and shared many positive comments with Councillors and staff. It was noted that many delegates used Airbnb options for accommodation which exposed them to residential neighbourhoods and allowed them to visit other areas of the city. Marion Currie provided a breakdown of hotel room nights for each day with the peak day being Friday at 1617 rooms and many delegates staying both before and after the conference dates for leisure.

Recommendations were included in each debrief report given earlier in the meeting. All suggestions and feedback will be compiled and provided to FCM for the planning of the Quebec City conference.

Councillor Walker, Chair of the Committee, requested that Marion Currie, Project Manager, prepare a staff information report for Regional Council.

10. ADDED ITEMS- NONE

11. DATE OF NEXT MEETING – there are no further meetings required.

12. ADJOURNMENT

The meeting adjourned at 2:10 p.m.

Sharon Chase
Legislative Assistant