



GENERAL ISSUES COMMITTEE REPORT 15-007

9:30 a.m.

Wednesday, March 4, 2015

Council Chambers

Hamilton City Hall

71 Main Street West

Present: Mayor F. Eisenberger, Deputy Mayor J. Farr (Chair)
Councillors A. Johnson, M. Green, S. Merulla, C. Collins, T. Jackson, S. Duvall, T. Whitehead, D. Conley, M. Pearson, B. Johnson, L. Ferguson, A. VanderBeek, R. Pasuta, J. Partridge

THE GENERAL ISSUES COMMITTEE PRESENTS REPORT 15-007 AND RESPECTFULLY RECOMMENDS:

**1. Loans / Grants Approved through Temporary Delegated Authority
(PED14131(a)) (Wards 2, 7 and 9) (Item 5.1)**

That Report PED14132(a), respecting Loans / Grants Approved through Temporary Delegated Authority, be received.

2. Tourism Strategy and Five-Year Action Plan (PED15026) (City Wide) (Item 7.1)

- (a) That the Tourism Strategy's Vision, Goals, Principles, Strategic Priorities and Demand Generators excerpted and attached as Appendix "A" to Report 15-007, be approved;
- (b) That the Tourism Strategy, attached as Appendix "A" to Report PED15026, be received;
- (c) That Tourism and Culture Division staff be directed to implement actions contained in the Tourism Action Plan, attached as Appendix "B" to Report PED15026, with no budgetary impact;

- (d) That Tourism and Culture Division staff be directed to report to the General Issues Committee for consideration, respecting the implementation of actions contained in the Tourism Action Plan, attached as Appendix “B” to Report PED15026, with budgetary impact, prior to implementation of any of these Actions;
- (e) That Tourism and Culture Division staff be directed to work with Hamilton’s tourism sector to facilitate the creation of a Hamilton Tourism Partnership (HTP) and Destination Marketing Program (DMP) (as outlined in Appendices “A” and “B” to Report PED15026); and,
- (f) That a \$350,000 increase to the Tourism and Culture Division’s Operating Budget to offset the loss of external tourism funding be referred to the 2016 Operating budget process for consideration.

3. Capital Project Closing Report as of Sept. 30, 2014 (FCS14058)(a) (City Wide) (Item 8.2)

- (a) That the General Manager of Finance & Corporate Services be directed to close the completed and/or cancelled capital projects listed in Appendix “A” attached to Report FCS14058(a), in accordance with the Capital Closing Policy;
- (b) That the General Manager of Finance & Corporate Services be authorized to transfer \$390,869 to the “Unallocated Capital Levy Reserve (108020)” from capital projects, as outlined in Appendix “C” attached to Report FCS14058(a); and,
- (c) That Appendix “B” to Report FCS14058(a) detailing the Capital Projects’ Budget Appropriations for the period covering July 1, 2014 through September 30, 2014, be received for information.

4. Steel Committee Report 15-001, February 5, 2015 (Item 8.3)

(a) Selection of Chair and Vice Chair

- (i) That Councillor S. Duvall be appointed as the Chair of the Steel Committee for the 2014-2018 Term of Council; and,
- (ii) That Council S. Merulla be appointed as the Vice Chair of the Steel Committee for the 2014-2018 Term of Council.

**(b) U.S. Steel Canada – Economic Impact Study (PED15022) (City Wide)
(Item 8.1)**

That Report PED15022, attached as Appendix “A” to Steel Committee Report 15-001, respecting the U.S. Steel Canada – Economic Impact Study, be received.

(c) Creation of a Steel Committee Joint Task Force (Added Item 10.1)

WHEREAS, U.S. Steel Canada’s present financial circumstances has led to ambivalence to the sustainability of U.S. Steel Canada’s operation in Hamilton;

AND WHEREAS, the direct and indirect impacts will have serious outcomes on the city of Hamilton, pensioners, active workers, suppliers, contractors, other municipalities, the Province of Ontario and the Federal Government of Canada;

THEREFORE, BE IT RESOLVED:

- (a) That the City of Hamilton seek intervention from the Federal Government of Canada and the Province of Ontario by creating a Joint Task Force, lead by the Office of the Mayor, to bring the issue of the impact of the U.S. Steel closure forward to the House of Commons and Queen’s Park; and,
- (b) That the Joint Task Force be comprised of the following individuals:
 - (i) The Mayor of the City of Hamilton;
 - (ii) The Chair of the Steel Committee;
 - (iii) Senior Staff of the City of Hamilton;
 - (iv) Representatives from the United Steelworkers Union Local 1005;
 - (v) Representatives from the United Steelworkers Union Local 8782; and,
 - (vi) Representatives from U.S. Steel Salaried Employees.

5. The City of Hamilton’s Outstanding Issues and the Need for Additional Revenue Streams (Item 9.1)

- (a) That staff be directed to prepare a comprehensive list of the City’s outstanding issues; outlining in that report the amount of funding that would

- be required to achieve what has been legislated by either the Federal or Provincial governments, where there has been little or no funding provided to do so, and report to the General Issues Committee; and,
- (b) That the Fairness to Hamilton Campaign Sub-Committee consider methods to seek out a partnership with the Federal and Provincial governments; possibly through an amendment to the *Hamilton Act* or the *Municipal Act* to assist in creating additional revenue streams.

6. Update respecting the Red Hill Valley Parkway Litigation – City v. Attorney General of Canada, Superior Court Action C383-04 (Item 12.3)

- (a) That staff be directed to stay the course with respect to the Red Hill Valley Parkway Lawsuit; and,
- (b) That the City of Hamilton publicly release all legal costs associated with the Red Hill Valley Parkway Lawsuit to-date against the Federal Government of Canada, which amounts to the following:

Legal Fees incurred to January 2014	\$2,665,313
Legal fees incurred January 2014 to January 31, 2015	\$ 69,206
Fees Subtotal	\$2,734,519
Non-recoverable HST	\$ 48,127
Costs Order (2012)	\$309,885
Total Costs	\$3,092,531

FOR THE INFORMATION OF COUNCIL:

(a) CHANGES TO THE AGENDA (Item 1)

The Committee Clerk advised of the following changes to the agenda:

- (i) Added as Item 4.2 – a Delegation Request from Peter Tosh, Director of Operations for the Vrancor Group, in support of Tourism Hamilton's Tourism Strategy and Five-Year Action Plan (for March 4, 2015 GIC)
- (ii) Added as Item 4.3 – a Delegation Request from Norman Kearney, Hamilton Civic League, respecting the Findings of the Public Engagement Campaign during the 2014 Municipal Election and a Plan to Establish a Civic Action Network (For March 30, 2015 GIC)

- (iii) Added as Item 4.4 – a Delegation Request from P.J. Mercanti, CEO of the Carmen's Group, in support of Tourism Hamilton's Tourism Strategy and Five-Year Action (For March 4, 2015 GIC)
- (iv) Added as Item 7.2 – a Presentation respecting the 2015 JUNO Awards in Hamilton

The agenda for the March 4, 2015 General Issues Committee meeting was approved, as amended.

(b) DECLARATIONS OF INTEREST (Item 2)

There were no declarations of interest.

(c) APPROVAL OF MINUTES OF PREVIOUS MEETING (Item 3)

(i) February 18, 2015 (Item 3.1)

The Minutes of the February 18, 2015 meeting of the General Issues Committee were approved, as presented.

(d) DELEGATION REQUESTS (Item 4)

(i) Duncan Ross, Director of Marketing, Sales and Visitor Experience for the Royal Botanical Gardens, to present in Support of Tourism Hamilton's Tourism Strategy and Five-Year Action Plan (Item 4.1)

The delegation request, submitted by Duncan Ross, Royal Botanical Gardens, to present in support of Tourism Hamilton's Tourism Strategy and Action Plan, was approved to appear before Committee today.

(ii) Peter Tosh, Director of Operations for the Vancor Hotel Group, in Support of Tourism Hamilton's 5-Year Strategic Plan and Action Plan (Item 4.2)

The delegation request, submitted by Peter Tosh, Director of Operations for the Vancor Hotel Group, in support of Tourism Hamilton's Tourism Strategy and Five-Year Action Plan, was approved to appear before Committee today.

(iii) Norman Kearney, Hamilton Civic League, respecting the Findings of the Public Engagement Campaign during the 2014 Municipal Election; and, a Plan to Establish a Civic Action Network (Item 4.3)

The delegation request, submitted by Norman Kearney, Hamilton Civic League, respecting the Findings of the Public Engagement Campaign during the 2014 Municipal Election; and, a Plan to Establish a Civic Action Network, was approved for the March 30, 2015 meeting of the General Issues Committee.

(iv) P.J. Mercanti, CEO of the Carmen's Group, in support of Tourism Hamilton's 5-Year Strategic Plan and Action Plan (Item 4.4)

The delegation request, submitted by P.J. Mercanti, CEO of the Carmen's Group, respecting Tourism Hamilton's Tourism Strategy and Five-Year Action Plan Tourism, was approved to appear before Committee today.

(e) PUBLIC HEARINGS / DELEGATIONS (Item 6)

(i) Duncan Ross, Director of Marketing, Sales and Visitor Experience for the Royal Botanical Gardens, to present in Support of Tourism Hamilton's Tourism Strategy and Five-Year Action Plan (Item 6.1)

Duncan Ross, Director of Marketing, Sales and Visitor Experience for the Royal Botanical Gardens, addressed Committee respecting Tourism Hamilton's Tourism Strategy and Five-Year Action Plan. The presentation included, but was not limited to, the following:

- In attendance to support the Hamilton Tourism Strategy and Five Year Action Plan.
- Tourism is a very important industry in Canada, in Ontario and in Hamilton, and growing a healthy and vibrant tourism economy requires a good strategy.
- I have been in the Tourism industry for over 30 years and have developed Tourism Strategies for national, provincial, regional and municipal tourism organizations.
- As the former Executive Director of Tourism for the City of Toronto, I was responsible for the development of the Tourism Action Plan 2003 – 2008 for Toronto.

- The strategy before you today is a good strategy and action plan. If the City of Hamilton makes the investment recommended in the staff report, it will lead to many positive, tangible and intangible benefits in the future. This plan is a road map for the industry to grow.
- It clearly articulates the leadership role of Tourism Hamilton, identifies priority markets and sets out a collaborative approach to build new tourism products and experiences.
- The RBG participated in the development of the Strategy and we will be an enthusiastic partner in bringing life to the Action Plan.
- The RBG can assist with each of the three Strategic Priorities of the Plan.
- We are willing to commit to being involved in the new collaborative leadership structure for tourism in Hamilton.
- Tourism, more than any other sector of the economy, depends on collaboration and the development of strong and lasting relationships.
- Economic Developers are only starting to recognize the importance of cultural, heritage and recreational organizations in the development of “soft power”.
- These organizations, whether they be museums, art galleries or botanical gardens bring collections, people and ideas together, which frequently leads to positive changes or “soft power”.
- This can inspire urban or natural regeneration, innovative and talent attraction, which connect to the City of Hamilton’s objectives to develop a prosperous and healthy community.
- Target market segments identified in the Strategy are very relevant to the RBG.
- Tourism Hamilton is going after the meetings and conference business and the RBG is a meeting venue. We will participate in any Team Hamilton effort targeting meeting planners.

- The sports tourism market is a great segment for Hamilton to go after. Canadian Opens, The Brier, Grey Cups, etc. RBG plays roles here too.
- RBGs Panorama Festival this summer is a celebration of the nature, culture and heritage of the America's and Caribbean and will give the 2015 PanAm Games' visitors another reason to spend more time and money in the area.

The presentation by Duncan Ross, Director of Marketing, Sales and Visitor Experience for the Royal Botanical Gardens, respecting Tourism Hamilton's Tourism Strategy and Five-Year Action Plan, was received.

(ii) Peter Tosh, Director of Operations for the Vrancor Hotel Group, in support of Tourism Hamilton's Tourism Strategy and Five-Year Action Plan (Item 6.2)

Peter Tosh, Director of Operations for the Vrancor Hotel Group, addressed Committee respecting Tourism Hamilton's Tourism Strategy and Five-Year Action Plan. The presentation included, but was not limited to, the following:

- We have three hotels in Hamilton, with just over 600 rooms.
- We bought the Sheraton in 2008, and it was identified at that time that there wasn't enough rooms to generate tourism or conferences.
- In 2011, the Vrancor Hotel Group moved its Head Office to downtown Hamilton and we now have 300 employees.
- Vrancor Hotel Group's investment in downtown Hamilton has been over \$200M because we know it's the best place to be.
- We are here today to completely support Tourism Hamilton's Tourism Strategy and Action Plan.
- We know we can be better, we know that we can be a destination and bringing the JUNOs here is a clear example.

The presentation by Peter Tosh, Director of Operations for the Vrancor Hotel Group, respecting Tourism Hamilton's Tourism Strategy and Five-Year Action Plan, was received.

(iii) P.J. Mercanti, CEO of the Carmen's Group, in Support of Tourism Hamilton's Tourism Strategy and Five-Year Action Plan (Item 6.3)

P.J. Mercanti, CEO of the Carmen's Group, addressed Committee respecting Tourism Hamilton's Tourism Strategy and Five-Year Action Plan. The presentation included, but was not limited to, the following:

- On behalf of the entire Carmen's Group organization and our team at the Hamilton Convention Centre, I would like to share how proud we are to support the proposed Tourism Action Plan.
- Much like the city of Hamilton, our company is experiencing a transformation. We have learned that yesterday's success will not guarantee success for tomorrow and that only through bold thinking and bold action, will a better future be realized.
- After reading Hamilton's Tourism Strategy, I was delighted to see that the bold thinking is coming back to the ambitious city with our approach to tourism.
- Hamilton is competing against cities like London, Kitchener-Waterloo, Windsor, Mississauga, Markham, Winnipeg and Halifax and, as an ambassador for this city, our team takes the responsibility to help Hamilton very seriously.
- Hamilton can only become a winner again if tourism becomes a priority, where it is viewed as an investment in our future, not as another expense line in our budgets.
- As an organization deeply committed to build up the city of Hamilton, it is certainly refreshing to read a comprehensive tourism program that has a focus on delivering authentic experiences for the visitors of our great city, as that strategy aligns with our company's strategic focus of delivering extraordinary experiences.
- Carmen's Group seeks to forever change the image in Hamilton through inspired hospitality, and we feel privileged to be in sync with a movement that is showcasing to the world the character, passion and authenticity of Hamilton and its people.
- We ask that Hamilton Council put their wholehearted support behind tourism efforts in this city, especially at a time when competition from other communities has never been stronger or more aggressive.
- Over a decade ago, Hamilton Council took a bold action to support the Red Hill Valley Parkway investment, a decision that ultimately resulted

in the hundreds of millions of dollars of new development, including the construction of our award winning Best Western Premier C Hotel.

- A few years ago, Hamilton Council took another bold action to support the privatization of HECFI, and today the Hamilton Convention Centre by Carmen's has saved Hamilton taxpayers \$2M this far, while simultaneously increase sales by 30% over the past two years.
- We are hopeful that Hamilton City Council will put its support behind a tourism department that is collaborating stronger with its private sector partners who also have a vested interest in this endeavour, and to a back a tourism strategy that will further put our city on the map.
- Our company is committed to continuing on our quest to build up our great city with new development projects.

The presentation by P.J. Mercanti, CEO of Carmen's Group, in support of Tourism Hamilton's Tourism Strategy and Five-Year Action Plan, was received.

(f) PRESENTATIONS (Item 7)

(i) Tourism Strategy and Five-Year Action Plan (PED15026) (City Wide) (Item 7.1)

Sue Monarch, Manager of Tourism and Creative Industries, and Carrie Brooks-Joiner, Senior Project Manager of Cultural Planning & Marketing, provided a PowerPoint presentation, respecting Report PED15026 - Tourism Strategy and Five-Year Action Plan. The presentation included, but was not limited to, the following:

- Background
- Highlights
- Recommendations
- Selling Hamilton as a Destination
- Tourism as a Growth Industry
- Capital Infrastructure
- Image and Profile
- Cultural Vibrancy
- Tourism and Prosperity
- Tourism in Hamilton 2001 – 2012
- Tourism in Hamilton 2012 – Present
- The Challenge
- Image and Profile
- Keeping Up

- Funding 2004 – 2013
- Resources 2012 – Present
- Consulting Team
- Consultation
- Tourism Strategy Framework
- Shared Vision
- Goals
- Principles
- Shared Strategic Priorities
- Mandate for the Tourism Section
- Demand Generators
- Targeted Markets
- Action Plan for City of Hamilton
- Highlights: Strategic Priorities 1 to 3
- Tourism Strategy and Action Plan

The presentation, respecting Report PED15026 – Tourism Strategy and Five-Year Action Plan, was received.

(ii) The 2015 JUNO Awards in Hamilton (Item 7.2)

Tim Poticic, of the Sonic Unyon Recording Company and Chair of the Hamilton JUNO Host Committee and Susan Monarch, Vice Chair of the JUNO Host Committee and Manager of Tourism and Creative Industries, provided a video and PowerPoint presentation, respecting the 2015 JUNO Awards in Hamilton. The presentation included, but was not limited to, the following:

- Hamilton is coming alive – JUNO banners are up and we will be putting up more pageantry and marketing is hitting the streets.
- This has been a 3-year process with a tremendous bid put together by our Tourism staff that won the bid.
- Hamilton has hosted five JUNOs in the past and we are going into our sixth.
- Art Crawl falls on the Friday when the JUNOs are in Hamilton and it will be a very positive, fun time.
- The City of Hamilton will play host to the 44th Annual JUNO Awards on Sunday, March 15, 2015 at First Ontario Centre.

- The City has had the privilege of hosting the JUNO Awards in 1995, 1996, 1997, 1999 and again in 2001.
- In addition, to the Sunday CTV national broadcast, Hamilton will be host to four days of music industry and local community events and programs.
- Approximately 15,000 plus delegates, members, staff, music industry performers, volunteers, family and friends will be visiting Hamilton for the JUNO Awards event.
- The JUNO's weekend consists of:
 - Thursday (March 12, 2015):
 - MusiCounts Band Aid Celebration
 - JUNO Cup Practice
 - Host City Event Kick Off – Lister Block
 - Friday (March 13, 2015):
 - Chairman's Reception
 - JUNO Awards Welcome Reception
 - JUNO Cup
 - Turn It On Music Crawl
 - JUNOfest
 - Saturday (March 14, 2015)
 - JUNO Fan Fare at Lime Ridge Mall
 - Junior JUNOs
 - First Nations Honouring Ceremony
 - JUNO Gala Dinner & Awards
 - JUNOfest
 - Sunday (March 15, 2015)
 - JUNO Songwriters' Circle
 - The JUNO Red Carpet
 - Turn It ON Sound Gallery
 - The JUNO Awards Broadcast

- The Host City Exhibits Include:
 - The JUNO Tour of Canadian Art, hosted at the Art Gallery of Hamilton
 - JUNO Photography Exhibition
 - JUNO House, hosted at LIUNA JUNO House at the Visitors Centre, Lister Block

- The JUNO Awards Broadcast is on the Saturday night of JUNO weekend. This national two hour show is broadcast on CTV.

- Seven JUNO Awards are presented during the broadcast accompanied by ten or more exciting live performances in front of 10,000 plus live audience and in front of millions of home viewers. The overall viewership since the first broadcast in 1975 is over 150 million.

The presentation, respecting the 2015 JUNO Awards in Hamilton, was received.

(g) Amended Hamilton LEEDing the Way, Leadership in Energy and Environmental Design (LEED) Grant Program Application (LGP-12-01) – Maple Leaf Foods Inc., 440 Glover Road, Hamilton, Ontario (PED12038(a)) (Ward 11) (Tabled at the February 18, 2015 GIC.) (Item 8.1)

- (a) That Report PED12038(a), respecting Amended Hamilton LEEDing the Way, Leadership in Energy and Environmental Design (LEED) Grant Program Application (LGP-12-01) – Maple Leaf Foods Inc., 440 Glover Road, Hamilton, Ontario, be lifted from the TABLE.

- (b) Report PED12038(a), respecting Amended Hamilton LEEDing the Way, Leadership in Energy and Environmental Design (LEED) Grant Program Application (LGP-12-01) – Maple Leaf Foods Inc., 440 Glover Road, Hamilton, Ontario, be referred back to staff.

(h) NOTICES OF MOTION (Item 10)

Councillor M. Green introduced the following Notice of Motion:

(i) Jimmy Thompson Memorial Pool and Bernie Morelli Centre (Item 10.1)

WHEREAS, the City of Hamilton has a long standing history of sports and recreation in the Pan Am Stadium Precinct;

AND WHEREAS, the Jimmy Thompson Memorial Pool was built in conjunction with and used for swimming events for the first British Empire Games held in Hamilton in 1930;

AND WHEREAS, the Jimmy Thompson Memorial pool is the only surviving structure from this historic event;

AND WHEREAS, the Hamilton Municipal Heritage Committee has recommended that the Jimmy Thompson Memorial Pool is a facility that meets the criteria for Heritage designation and a facility worthy of full preservation;

AND WHEREAS, the Jimmy Thompson Memorial Pool is of cultural heritage value or interest due to its physical design, it's setting within the community and its historic association with the development of public recreation facilities in the City of Hamilton;

AND WHEREAS, on September 11, 2013, Council approved Item 10 of the General Issues Committee Report 13-017, as amended, including "That an amount up to \$17 million for the construction of a seniors' recreation/community centre in the Pan Am Stadium Precinct be approved"; and; "That any additional costs resulting from not partnering with the Hamilton-Wentworth District School Board, up to a maximum of \$2.3 million, be funded from the Unallocated Capital Reserve.....";

AND WHEREAS, the project costs shall be funded from Scott Park - New Senior Centre account;

THEREFORE BE IT RESOLVED:

- (a) That staff be directed to incorporate the Jimmy Thompson Memorial Pool into the design of the new Bernie Morelli Centre to ensure the heritage features of the existing facility are preserved;
- (b) That staff be directed to complete the accessibility upgrades to Jimmy Thompson Pool to ensure the facility becomes barrier free while preserving the heritage aspects of the facility;
- (c) That staff be directed to design a one tank leisure pool for the Bernie Morelli Centre; and,

- (d) That staff be directed to report to the General Issues Committee respecting the design of the Bernie Morelli Centre with the incorporation of the Jimmy Thompson Memorial Pool including capital and annual operational cost impacts, prior to the construction tender being issued.

(i) PRIVATE & CONFIDENTIAL (Item 12)

(i) Closed Session Minutes – February 18, 2015 (Item 12.1)

As the General Issues Committee determined that no discussion of the February 18, 2015 Closed Session Minutes was required, the Minutes were approved in Open Session, as shown below:

- (a) The Closed Session Minutes of the February 18, 2015 meeting of the General Issues Committee were approved, as presented.
- (b) The Closed Session Minutes of the February 18, 2015 meeting of the General Issues Committee will remain confidential and not be released as a public document.

Committee moved into Closed Session, respecting Items 12.2 – Labour Relations / Benefits Strategy; and, 12.3 – an Update respecting the Red Hill Valley Parkway Litigation – City v. Attorney General of Canada, Superior Court Action C383-04, pursuant to Section 8.1, Sub-sections (d), (e) and (f) of the City's Procedural By-law 14-300, and Section 239, Sub-sections (d), (e) and (f) of the *Ontario Municipal Act, 2001*, as amended, as the subject matters pertain to labour relations or employee negotiations and litigation or potential litigation, including matters before administrative tribunals, affecting the municipality or local board; and, the receiving of advice that is subject to solicitor-client privilege, including communications necessary for that purpose.

12.2 Labour Relations / Benefits Strategy (no copy)

Pursuant to Section 8.1, Sub-section (d), of the City's Procedural By-law 14-300, and Section 239, Sub-section (d) of the *Ontario Municipal Act, 2001*, as amended, as the subject matter pertains to labour relations or employee negotiations.

The presentation, respecting Labour Relations / Benefits Strategy, was received.

There was nothing to report in Open Session respecting this matter.

12.3 Update respecting the Red Hill Litigation – City v. Attorney General of Canada, Superior Court Action C383-04

Pursuant to Section 8.1, Sub-sections (e) and (f) of the City's Procedural By-law 14-300, and Section 239, Sub-sections (e) and (f) of the Ontario Municipal Act, 2001, as amended, as the subject matter pertains to litigation or potential litigation, including matters before administrative tribunals, affecting the municipality or local board; and, the receiving of advice that is subject to solicitor-client privilege, including communications necessary for that purpose.

Staff was provided with direction in Closed Session. For disposition of this matter, refer to Item 6.

(j) ADJOURNMENT (Item 13)

There being no further business, the General Issues Committee adjourned at 3:15 p.m.

Respectfully submitted,

Councillor J. Farr, Deputy Mayor
Chair, General Issues Committee

Stephanie Paparella
Legislative Coordinator
Office of the City Clerk