



CITY OF HAMILTON

**PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
Tourism and Culture Division**

TO: Mayor and Members General Issues Committee	WARD(S) AFFECTED: CITY WIDE
COMMITTEE DATE: November 6, 2013	
SUBJECT/REPORT NO: 2017 Sesquicentennial Steering Committee Terms of Reference (PED13171) (City Wide) (Outstanding Business List Item)	
SUBMITTED BY: Joe-Anne Priel Acting General Manager Planning and Economic Development Department	PREPARED BY: Pam Mulholland, 905-546-2424 Ext. 4270
SIGNATURE:	

RECOMMENDATION

- a) That the Terms of Reference for the 2017 Sesquicentennial Steering Committee, attached as Appendix A to Report PED13171, be approved;
- b) That funding to an upset limit of \$25,000 to support the Sesquicentennial Steering Committee in its work to develop a Sesquicentennial Strategy be referred to the 2014 Capital Budget process;
- c) That the item on the Outstanding Business List respecting this matter be identified as completed and removed from the General Issues Committee Outstanding Business List.

EXECUTIVE SUMMARY

This report presents Council with proposed Terms of Reference for Hamilton’s Sesquicentennial Steering Committee (herein referred to as the Steering Committee), a group of community and municipal leaders who will recommend to City Council how the

**SUBJECT: 2017 Sesquicentennial Steering Committee Terms of Reference
(PED13171) (City Wide) - Page 2 of 7**

City will celebrate Canada's Sesquicentennial, the 150th anniversary of Confederation in 2017 (Sesquicentennial). The Steering Committee Terms of Reference (Terms of Reference), attached as Appendix A to Report PED13171, outlines roles, responsibilities, strategic priorities, desired outcomes and impacts, sector linkages, community partnerships and a governance structure for the Committee.

This Report also identifies the need for funding in 2014 to an upset limit of \$25,000 to support the Steering Committee in its work to develop a Sesquicentennial Strategy for Council approval, and is requesting Council's direction to include this amount in 2014 Capital Budget deliberations.

Alternatives for Consideration – See Page 6

FINANCIAL / STAFFING / LEGAL IMPLICATIONS

Financial:

Pending Council approval, staff will submit a 2014 Capital Budget request for funding to an upset limit of \$25,000 for costs related to the Steering Committee's development of the City's Sesquicentennial Strategy. Costs are outlined in Table 1 below.

Table 1

2014 Expense Item	Cost (\$)	Notes
Administration of Steering Committee	\$500	7 members - meeting room costs, supplies etc.
Administration of Program Sub-Committee	\$1,500	19 members - meeting room costs, supplies, postage etc.
Sesquicentennial Branding for Hamilton	\$5,000	Logo package, brand guide, website header design, letterhead design, public consultation online template and print ad design
Public Consultations	\$7,500	\$500 per ward x 15 wards
Research	\$1,500	Research literature, meetings with senior levels of government, conference attendance
Contract Staff or Consultant	\$8,000	To work with City staff to develop legacy project feasibility studies as options for Council's consideration and approval
Report Production	\$1,000	
Total	\$25,000	

The Sesquicentennial Strategy will include a detailed timeframe, cost estimates, and potential revenue sources for legacy projects and events to be considered as part of the 2015 Capital Budget process, pending Council approval.

**SUBJECT: 2017 Sesquicentennial Steering Committee Terms of Reference
(PED13171) (City Wide) - Page 3 of 7**

As of the end of September 2013, there have been no announcements regarding Sesquicentennial funding programs from either the Government of Canada or the Province of Ontario.

Staffing:

There are no staffing implications associated with the recommendations in Report PED13171. Staff resources to the Steering Committee and its sub-committees will be provided through the existing staff complement of the Tourism and Culture Division. Staffing needs for the implementation of the Sesquicentennial Strategy will be detailed as part of the strategy submission to Council.

Legal:

There are no legal implications associated with the recommendations in Report PED13171.

HISTORICAL BACKGROUND

On June 26, 2013 (Report PED13110), Council approved a City of Hamilton Sesquicentennial Initiative to celebrate Canada's 150th Anniversary in 2017. In addition, Council approved the establishment of a Steering Committee to lead this initiative with support from staff from the Tourism and Culture Division, Planning and Economic Development Department. Council approval included the direction to staff to prepare the Terms of Reference for the Steering Committee.

POLICY IMPLICATIONS/LEGISLATED REQUIREMENTS

There are no Policy Implications or Legislated Requirements associated with the Recommendations in Report PED13171.

RELEVANT CONSULTATION

Manager, Finance and Administration, Corporate Services Department

ANALYSIS / RATIONALE FOR RECOMMENDATION

Steering Committee Governance Structure

The Terms of Reference, attached as Appendix A to Report PED13171, outline a two-tier governance structure for the Sesquicentennial in Hamilton.

The Steering Committee is a small group (7 members) that includes the two City Councillors appointed by Council on June 26, 2013 (Councillors McHattie and

**SUBJECT: 2017 Sesquicentennial Steering Committee Terms of Reference
(PED13171) (City Wide) - Page 4 of 7**

Whitehead) and the Director of Tourism and Culture. Together, these three members will select an additional four members from the community to complete the Steering Committee.

The Steering Committee is responsible for the development of a Sesquicentennial Strategy for presentation to Council and for dissemination of the approved strategy to a broad range of community stakeholders and to the public. They are the stewards of the Sesquicentennial vision and strategy. Suitable candidates for the Steering Committee will have a demonstrated passion for Hamilton, a commitment to City building, an inclusive approach, and an ability to influence community ideas and values.

The Steering Committee will impact different sectors of the community by establishing a Program Sub-Committee that will include representatives from a broad range of sectors and organizations as detailed in the Terms of Reference. This Program Sub-Committee will translate the Sesquicentennial vision and strategy into community programs, initiatives, and projects that will build public participation and leave lasting legacies.

At its meeting on June 26, 2013, Council mandated that one member from the Tourism Advisory Committee and one member of the Hamilton Historical Board should sit on the Steering Committee. Staff recommend that these individuals serve on the Program Sub-Committee to maximize the impacts of their expertise to the Sesquicentennial planning process.

The Steering Committee can strike other sub-committees as required.

National Sesquicentennial Initiative

Government and agencies in Canada are developing plans to mark the Sesquicentennial in 2017. In 2012, the House of Commons Standing Committee on Canadian Heritage completed a report titled “Canada’s 150th Anniversary in 2017” which includes consultation with groups and resulting recommendations from the Committee. Due to the size of the report, it has not been included as an appendix. However, a complete version of Canada’s 150th Anniversary can be obtained at the following link - <http://www.parl.gc.ca/HousePublications/Publication.aspx?DocId=5614610&Language=E>

In the Federal government report, Canada’s 150th Anniversary in 2017, individuals and agencies that organized Canada’s Centennial in 1967 and Canada’s 125th anniversary identified that municipalities need to prepare well in advance of the 2017 celebration. In addition, the report has recommendations including, but not limited to, Federal government support for the following:

- the marketing of new works of artistic expression created for Canada's 150th anniversary;

SUBJECT: 2017 Sesquicentennial Steering Committee Terms of Reference (PED13171) (City Wide) - Page 5 of 7

- the touring of Canadian performing arts groups during 2017;
- projects to digitize Canada's documentary heritage;
- cultural legacy projects including the composition of music or the making of films and documentaries;
- tourism marketing focused on Canada's 150th anniversary celebrations;
- development of museum projects;
- the development of travelling museum exhibits;
- programs that support museums to cooperate with each other in the creation and promotion of exhibits;
- incentives that could encourage Canadians to visit museums during 2017; and,
- marketing campaigns to promote museum activities related to Canada's 150th anniversary.

Municipal Sesquicentennial Planning

In 2013, a series of 11 conferences were held across the country aimed to spark conversations around how Canadians should celebrate the 150th anniversary of Confederation. Dubbed "2017 Starts Now," the series was a collaboration between Via Rail Canada, CBC/Radio-Canada, and Community Foundations of Canada. Many Ontario municipalities now have plans well underway, including Ottawa, Toronto, Stratford and London, which has adopted its "London Celebrates Canada Strategic Plan".

City of Hamilton Sesquicentennial Timeline

The City's planning of Sesquicentennial celebrations through the Steering Committee must begin now so that key factors for organizing a successful celebration can be achieved including:

- Having a well-defined vision of what the celebration hopes to achieve for Hamilton;
- Developing a strategic plan for achieving that vision;
- Having an inclusive planning process that involves consulting stakeholders and senior levels of government;
- Completing funding applications to competitive Provincial and Federal funding programs;

**SUBJECT: 2017 Sesquicentennial Steering Committee Terms of Reference
(PED13171) (City Wide) - Page 6 of 7**

- Stimulating Corporate and volunteer sector initiatives, including encouraging financial involvement;
- Encouraging the participation of diverse groups;
- Organizing, developing and managing complex legacy projects and events; and,
- Coordinating a comprehensive communications approach.

ALTERNATIVES FOR CONSIDERATION

There are no alternatives to Recommendation a) in Report PED13171.

Alternative to Recommendation b)

Council could direct staff to include none, or some, of the requested \$25,000 in funding for the Steering Committee.

This alternative would result in the deferral of the Sesquicentennial Strategy, including recommendations for legacy projects and events, into 2015, pending budget approval. A deferral would negatively impact the City's planning, development and management of Sesquicentennial initiatives and the solicitation of support from senior levels of government, government agencies and the private sector to support Hamilton's Sesquicentennial.

Financial: Staff would submit a 2015 Capital Budget request for \$25,000 in funding for start-up costs related to the Steering Committee's development of the City's Sesquicentennial Strategy. The Sesquicentennial Strategy would then be presented to Council with a timeframe, cost estimates, and potential revenue sources for projects and events to be considered as part of the 2016 Capital Budget process.

Staffing: N/A.

Legal: N/A.

Policy: N/A.

ALIGNMENT TO THE 2012 – 2015 STRATEGIC PLAN:

Strategic Priority #1

A Prosperous & Healthy Community

**SUBJECT: 2017 Sesquicentennial Steering Committee Terms of Reference
(PED13171) (City Wide) - Page 7 of 7**

WE enhance our image, economy and well-being by demonstrating that Hamilton is a great place to live, work, play and learn.

Strategic Objective

- 1.2 Continue to prioritize capital infrastructure projects to support managed growth and optimize community benefit.
- 1.5 Support the development and implementation of neighbourhood and City wide strategies that will improve the health and well-being of residents.

Strategic Priority #2

Valued & Sustainable Services

WE deliver high quality services that meet citizen needs and expectations, in a cost effective and responsible manner.

Strategic Objective

- 2.2 Improve the City's approach to engaging and informing citizens and stakeholders.

Strategic Priority #3

Leadership & Governance

WE work together to ensure we are a government that is respectful towards each other and that the community has confidence and trust in.

Strategic Objective

- 3.1 Engage in a range of inter-governmental relations (IGR) work that will advance partnerships and projects that benefit the City of Hamilton.

APPENDICES

Appendix A to Report PED13171 - City of Hamilton Sesquicentennial Steering Committee Terms of Reference.

PM/ro

City of Hamilton Sesquicentennial Steering Committee Terms of Reference

VISION

The City of Hamilton Sesquicentennial Steering Committee (Committee) will build a movement to celebrate and inspire Hamilton on the occasion of Canada's Sesquicentennial, the 150th Anniversary of the founding of Canada which occurs in 2017.

MANDATE

The Committee is a group of community leaders and government representatives who will make recommendations to Hamilton City Council (Council) for the municipal celebration of the 150th Anniversary of Canada as we reflect on our achievements and growth as a nation and look ahead to the future.

STRATEGIC PRIORITIES 2014-2017

Sesquicentennial Committee will:

- Recommend to Council a Sesquicentennial strategy, including recommendations for legacy infrastructure projects and events;
- Connect with Members of Parliament (MP) and the Department of Canadian Heritage with respect to the Government of Canada's plans for the country's Sesquicentennial Program;
- Ensure that Hamilton's MPs and MPPs are kept informed of the Committee's deliberations and proposals;
- Recommend to Council a timeframe, cost estimates and funding opportunities needed for implementation of Sesquicentennial infrastructure projects and events;
- Advocate and solicit financial support from all levels of government, government agencies and the private sector to support Council-approved Sesquicentennial plans; and,
- Liaise with City staff and community stakeholders to share the Sesquicentennial vision and strategy, and to encourage widespread participation.

Outcomes:

- Committee is instrumental in creating a Sesquicentennial movement in Hamilton;
- Committee identifies and develops at least one legacy project;
- A broad range of stakeholders and interested citizens are successful in contributing to, and participating in, the Sesquicentennial movement in Hamilton; and,
- Hamilton's Sesquicentennial Program is closely aligned with Federal and Provincial initiatives to ensure maximum impact.

Impacts:

- The physical legacy project and memories of Sesquicentennial events will have long-lasting impact on community and national identity;
- Hamiltonians of all demographics will feel they participated in the Sesquicentennial; and,
- We will have learned new ways to work together that increase our connectivity and capacity for creativity and innovation.

COMMITTEE COMPOSITION

The Committee is comprised of citizen leaders and municipal representatives, as per Table 1 below:

Table 1 – Steering Committee Composition

Representative	Member(s)
Citizens	4
City Council	2
City Staff	1
Total	7

COMMITTEE APPOINTMENTS, DURATION AND MEMBER TERMS

- The Committee shall not exceed 7 members, with a maximum of 2 members of Council and 1 member of City staff sitting on the Committee;
- Councillor B. McHattie and Councillor T. Whitehead will be Council's representatives on the Committee for the balance of the 2010-2014 term of Council, as mandated by Council at its Council Meeting of June 26, 2013;
- Due to the Council election in 2014, 2 Council representatives to the Committee for 2014-2018 will be selected during a General Issues Committee meeting of the 2014-2018 term of Council;
- The Director of Tourism and Culture or her/his designate shall be the City staff representative to the Committee for a four-year term from January 2014 to November 2017;

- Selection of Committee members for the 2014 commencement of the Committee will be done by Councillor McHattie, Councillor Whitehead and the Director, Tourism and Culture Division through a targeted solicitation;
- Appointments to the Committee, other than elected members of City Council, shall be for a four-year term from January 2014 to November 2017; and,
- In light of the evolving phases of the Sesquicentennial, future selection of Committee members, if required, will be done by the Co-Chairs of the Committee and the Director, Tourism and Culture Division.

REPORTING

The Committee will report to Council, through the Director, Tourism and Culture Division on an annual basis or more frequently, if required.

MEETINGS

The Committee will meet bi-monthly.

ELECTION OF OFFICERS

The Committee shall appoint its Co-Chairs, with a maximum of one Co-Chair being a member of Council.

DECISION-MAKING

- Quorum is the number of people required to be present at a meeting to validate the transaction of the Committee's business. Quorum is a majority of the whole number of members of the Committee (more than 50%) and is required whenever a vote is taken by the Committee.
- Between scheduled meetings, should a decision be required, the Co-Chairs will poll all Committee members and make an objective decision based on that poll. The decision will be communicated through online means to all members.

ROLE OF COMMITTEE MEMBERS

The Committee will develop a Work Plan and, as part of each meeting agenda, review their progress in implementing the goals and objectives of the Work Plan.

Co-Chairs:

- Are the official spokespeople for the Committee and speak on behalf of the Committee to the media, as necessary;
- Ensure that the agenda is prepared and circulated prior to the meeting; and,
- Consult with Committee staff resources, as necessary.

Committee Members:

- Contribute positively to the Sesquicentennial as it evolves through different planning and development phases;
- Consider issues from a broad perspective, while at the same time representing specific sectors, communities, or viewpoints;
- Attend meetings and maintain a commitment to the Sesquicentennial during the terms served;
- Publicly support decisions made by the Committee as a whole; and,
- Abide by the provisions contained in the Terms of Reference in the performance and discharge of functions and duties.

CONDUCT OF BUSINESS

The Committee and its members are governed by all applicable City By-laws and Policies for the conduct of meetings and activities, including but not limited to:

1. Procurement Policy By-law No. 12-255 for procuring goods and services;
2. Municipal Act; and,
3. Municipal Conflict of Interest Act.

SUB-COMMITTEES

The Committee has the authority to strike specific sub-committees, as needed, to ensure broad citizen involvement with local projects and events as well as links between Hamilton's Sesquicentennial Program and Federal and Provincial directions. Selection of sub-committee members will be done by the Committee through a targeted solicitation.

The Committee will, in 2014, strike a Program Sub-Committee not to exceed 20 members. The Program Committee will:

- Contribute to the creation of a Sesquicentennial strategy;
- Work with the members of the sectors, communities and organizations they represent to promote the Sesquicentennial and to encourage the development of related initiatives;
- Research opportunities for financial support from upper levels of government, government agencies and the private sector to support Sesquicentennial plans;
- Outline communication resources and partners required for the successful local and regional promotion of the Sesquicentennial; and,
- Share ideas, methodologies and resources to support citizen-led, community-produced Sesquicentennial activities throughout Hamilton.

The Program Sub-Committee will include, but not be limited to, representatives from the following sectors, communities and organizations, as per Table 2 below:

Table 2 – Program Sub-Committee Composition by sector or organization

Representative	Member(s)
Hamilton Historical Board*	1
Tourism Advisory Committee*	1
Multicultural	1
First Nations	1
Francophone	1
Regional Tourism	1
Festivals and Events	1
Arts	1
Youth	2
Education	1
Science and Technology	1
Business	2
Not-for-Profit	1
Volunteer	1
Recreation	1
Heritage Resource Management Section, Tourism and Culture Division	1
Arts, Events and Grants Section, Tourism and Culture Division	1
Total	19

*As mandated by Council (City Council Meeting – June 26, 2013).

STAFF RESOURCES

Staff resources to be provided to the Committee and any of its sub-committees through the Tourism and Culture Division, including a recording secretary.

AMENDMENTS OF TERMS OF REFERENCE

These Terms of Reference may be amended if approved by a majority of Committee members and City Council. Notice of possible action on the Terms of Reference must be given at a prior Committee meeting and reported to Council through the Director, Tourism and Culture Division.

Approved: