

PORT COMMUNITY LIAISON GROUP MEETING NOTES

Date: May 20, 2021

Location: Virtual

Time: 5:00pm to 7:00pm

Chairperson: Sara Colburne

Coordinators: Rebecca Bruce & Carrie Blenkhorn, Halifax Port Authority (HPA)

Committee Members in Attendance:

- Sarah Austin
- Dov Bercovici
- Sarah Craig
- Wendy Fraser
- Pamela Glode Desrochers
- Magali Grégoire
- Ossama Nasrallah
- Juanita Peters
- Cathy McCarthy
- Waye Mason

Guest Presenters:

- Lane Farguson, Manager of Media Relations and Communications, HPA

HPA Representative:

- Captain Allan Gray, President & CEO, HPA

Apologies :

- Jeff Hutt
- Kunjal Sethi

1. INTRODUCTIONS

- Overview of virtual meeting set-up
- Introduction of new assistant for meeting coordination, Carrie Blenkhorn
- Next meeting is July 15th at Canadian Museum of Immigration at Pier 21, pending restrictions.

2. GENERAL BUSINESS

- Updates from members and good news stories:
- Africville Heritage Trust have five new [interpretive panels](#) on their property.
- McNabs Island tea house is being renovated. They are looking for funding opportunities to turn it into outdoor education centre. Their [beach clean-up](#) (originally scheduled for June 6) is postponed until the fall.
- The Halifax Regional Municipal Planning Strategy (Regional Plan) is up for review – themes and engagement plan can be found here: <https://www.shapeyourcityhalifax.ca/regional-plan>.

- The Back to Sea Society held its 5-year anniversary celebration during the month of May. They have also kicked off the [Making Waves fundraising campaign](#), an opportunity for people to become monthly donors.
- Harbour Watercraft are adding a new jet boat "[Sea Halifax](#)" to their business and additional space on the waterfront.
- The North Grove has still been able to provide [food distribution and support](#) in the community throughout this third wave of the pandemic.
- Discovery Centre and Clean NS were chosen to lead [climate change education](#).
- Mi'kmaq Native Friendship Centre has received approval for a new building for women and children impacted by violence situations. The centre has had a successful vaccine roll-out for age group 12 and up.

3. PORT REPORT

- From April 13 to May 20, HPA has had three safety incidents/near misses and zero environmental incidents.
- CN Eco Connexions recognized HPA for its sustainability efforts.
- 2020 Container Port Performance Index: POH was the highest-ranked North American port in its comparative assessment of global container port performance for the first half of 2020, placing 25th out of 351 global ports.
- CMA CGM Marco Polo arrived on May 17th, the largest vessel to ever call on a Canadian port and first of its size to call on the North American east coast. The vessel has carrying capacity of 16,022 TEU (twenty-foot equivalent units) and is 396 metres length overall. Overwhelming response and excitement from Halifax community. About 1,500 containers moved, in and out of PSA Halifax in 24 hours.
- HPA's [sustainability survey](#) was launched to the public the first week of May. Good response rate, more promotion coming to increase awareness and participation in the survey.
- HPA held their AGM virtually on May 19th. Attendance was high, we suspect more attendees than in past years as it is more accessible as a virtual event, so that is positive. HPA's Financial Statements and Annual Report are both available [online](#).
- Cruise season will not return this year, confirmed with meetings with Transport Canada and Health Canada. Significant work is being done by the Association of Canadian Port Authorities to review protocols needed for future cruise business. Return of cruise conversation is happening. Bookings for 2022 is strong, so interest is there which is good.
- Working with consultants Tribe Network, to research and understand the best pathways for African Nova Scotians to be a part of the port industry workforce. The focus will be on future port work, aimed at youth to start engaging them on career pathways.

Questions & Feedback

What has been the government's response to the PIER? We continue to engage all levels of government, including recent discussions with Minister Jordan, as it aligns with Canada's Blue Economy proposal, which is spearheaded by the Department of Fisheries and Oceans. There has also been much interest in the PIER working on hydrogen related projects, for example the opportunity to help with design for the HRM rapid ferry.

4. NEW BUSINESS

- Information regarding last meeting's question regarding the maintenance of the breakwater adjacent to the Mauger's Beach lighthouse. The breakwater is managed and maintained by the Real Property division, Federal department of Fisheries and Oceans.

5. PRESENTATION, DISCUSSION & WORKSHOP

Port of Halifax Community Marketing Campaign Presentation, Lane Ferguson

- HPA is looking to reintroduce ourselves to the community. Public survey results from last year showed us that the community is interested in what is happening at the Port of Halifax.
- Increasing community and stakeholder engagement is a corporate goal and aligns with our guiding principle to Be One Port City. HPA understand that to grow the container business, we need to understand and capture what matters to residents.
- We are a working waterfront, and we want to better integrate HPA with surrounding community through Guiding Principles.
- Currently, our timeline for launching the new campaign is mid-summer to fall. Our intent is to preview it with the PCLC members, for feedback and insight as we work to build the campaign.

Workshop: Reviewed concept and messaging of the community marketing campaign.

Conclusion: The meeting concluded at 7:00 pm.

Next meeting: July 15, 2021