

## **PORT COMMUNITY LIAISON GROUP MEETING NOTES**

**Date:** July 15, 2021

**Location:** Ralph and Rose Chiodo Gallery, Canadian Museum of Immigration at Pier 21

**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
- Magali Grégoire
- Cathy McCarthy
- Juanita Peters

### **Guest Presenters:**

- Dennis Campbell, Ambassadors Gray Line
- Lane Farguson, Media Relations & Communications Manager, HPA

**HPA Representative:** Captain Allan Gray, President & CEO, HPA

### **Apologies :**

- Jeff Hutt, Pamela Glode-Desrochers, Wayne Mason, Ossama Nasrallah and Kunjal Sethi

## **1. INTRODUCTIONS**

### *Check-in with Members*

- PCLC Member Kunjal Sethi sent her notice that she will be moving out of province and will no longer be able to participate with the committee. Members wish her well in her move and thank her for her time.

## **2. GENERAL BUSINESS**

- The Chair will be seeking a new member over the coming months.
- Remainder of meetings in 2021 will resume in-person only unless public health restrictions return.

## **3. PORT REPORT**

### *Captain Allan Gray*

- Safety and Environment Report: since last meeting HPA has had four safety incidents/misses, none resulting injuries; and one environmental incident which was a minor fuel leak from a

customer truck. As Nova Scotia enters Phase 4, and with the guidance of our Healthy and Safety team, HPA will have all employees returning to the offices.

- HPA Sustainability Survey update: survey was open for a couple weeks longer to increase numbers and get a broader and diverse spread of respondents. The survey is now closed, collecting just over 600 community members participated in the survey. Consultants are now undergoing a materiality matrix, analyzing results from the Community, Port Users and Halifax Port Authority responses.
- The PIER at the Seaport update: The transformation of the Seaport Market building to the PIER is tracking for mid-September for completion of construction. Later this summer, PIER will be announcing new founding partners, the broader memberships such as Resident Members, and some of the exciting initiatives PIER members are working on.
- Cargo update: Cargo numbers in Q2-21 up 45% over Q2-20 (the COVID-19 shut down quarter.) Recovery continues and demand continuous to exceed the capacity and challenges supply chains. Big ships continue to arrive at Halifax, on July 25<sup>th</sup>, the CMA CGM Jules Verne will arrive, sister to Marco Polo ship.
- Cruise announcement: Transport Canada has announced that cruise ships will be allowed in Canadian waters as of Nov 1, 2021. Operators can prepare and be ready for start of 2022 if they can fully comply with public health requirements. Cruise industry is vital for our country's tourism sector, coastal communities, and port cities that welcome cruise ship visitors. Government will continue to work with partners to help ensure Canadians remain safe and secure.

**Question and Answer:** *NS exports appear to be declining. Do you see any opportunities for NS industries to export more?*

NS berries and frozen seafood have opportunity, as there is demand. The NS wine industry is another possible opportunity, if they increase wine production and expand to other markets, then that would go by ship to increase overall NS exports.

#### 4. NEW BUSINESS

- Update on the Port of Halifax Community Marketing campaign by Lane Ferguson, Manager of Media Relations and Communications
- HPA greatly appreciated the feedback was from last meeting. Great commentary and ideas on how the campaign could improve to meet objectives.
- Will be working on footage, both photography and video, over the summer months.
- Further questions and discussion on topic lead by presenter, to bring back to team working on campaign.

#### 5. PRESENTATION, DISCUSSION & WORKSHOP

*Return of Cruise Tourism, Dennis Campbell, Chief Executive Officer, Ambassatours Gray Line*

- Presentation focused on the capacity of shore excursion industry in a post pandemic world.
- Explanation of the company operations in Atlantic Canada and their divisions: Shore Excursions by Ambassatours Gray Line, Murphy's on the Water and Double Decker Tours by Ambassatours Gray Line.

- Overview of the various tourism offerings for Cruise throughout Halifax and Nova Scotia, including newer ones such as Great George's Island and Oak Island.
- Discussed how the many new tourism developments in NS that will help build more capacity for tourism growth. The quality and quantity of shore excursions are part of what dictates where cruise ships will visit.
- Return of cruise tourism is important for our city and the economic impact it brings to NS.

**Workshop:** Discussed the question *Preparing the community for the return of cruise tourism, what questions will they have?* Topics discussed included: safety for workers and greater community, cruise tourism operators and involving small local businesses, sustainability and environmental concerns, and overall port city influence on cruise operations.

**Conclusion:** The meeting concluded at 7:00 pm.

**Next meeting:** September 16, 2021