

HALIFAX REGIONAL MUNICIPALITY

SPECIAL EVENTS ADVISORY COMMITTEE

MINUTES

October 17, 2007

PRESENT:

Councillor Sheila Fougere, Chair
Mr. Douglas MacDonald, Vice-Chair
Councillor Dawn Sloane
Councillor Brad Johns
Mr. Stuart Jolliffe, Destination Halifax
Mr. Brian Rose, Halifax Chamber of Commerce
Mr. William Mont, Citizen Representative
Mr. Brad Smith, Greater Halifax Partnership

REGRETS:

Ms. June Buchanan, Cultural Advisory Committee
Mr. Richard O'Beirne, Hotel Association of Nova Scotia
Mr. Shalom Mandaville, Cultural Advisory Committee

**STAFF AND
OTHERS:**

Mr. Grant MacDonald, Events Halifax
Mr. Andrew Whittemore, Manager, Community Relations,
Community Development
Mr. Andrew Cox, Coordinator, Civic Events & Festivals
Mr. Mike Gillett, Coordinator, Civic Events & Festivals
Mr. Jonathan Hayes, Assistant Event Coordinator, HRM
Civic Events & Festivals
Ms. Chris Newson, Legislative Assistant
Ms. Shawnee Gregory, Legislative Assistant

TABLE OF CONTENTS

1.	CALL TO ORDER	3
2.	APPROVAL OF MINUTES - September 19, 2007	3
3.	APPROVAL OF THE ORDER OF BUSINESS AND APPROVAL OF ADDITIONS AND DELETIONS	3
4.	BUSINESS ARISING FROM THE MINUTES	
4.1	Scoring Sheet	3
4.2	Festivals & Events Sub-Committee	4
4.3	Clipper Ship Race Information/Presentation	4 & 7
5.	CONSIDERATION OF DEFERRED BUSINESS	
5.1	Summer Festival Grant Committee	5
5.2	Major Events Hosting Strategy Update	6
5.3	Schedule of Presentations	
5.3.1	Comedy Festival	6
5.3.2	Bluenose Marathon	6
5.3.3	Blues Festival	6
5.3.4	Scotia Music Festival	6
5.3.5	Atlantic Film Festival	6
5.3.6	Halifax Explosion	6
5.3.7	Shore to Shore	6
5.4	Terms of Reference	6
6.	REPORTS	
6.1	Professional Based Festival Funding Review	7
7.	ADDED ITEMS	9
8.	DATE OF NEXT MEETING	9
9.	ADJOURNMENT	9

1. CALL TO ORDER

The meeting was called to order at 12:09 pm in Halifax Hall, 2nd Floor City Hall, 1841 Argyle Street, Halifax.

2. APPROVAL OF THE MINUTES - September 19, 2007

Correction

Mr. Brad Smith noted that he was incorrectly added as the seconder for the motion in section 5.2; the actual seconder was Councillor Brad Johns.

MOVED BY Mr. Douglas Mac Donald, seconded by Councillor Johns that the minutes of September 19, 2007, as amended, be approved. MOTION PUT AND PASSED.

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

Additions: 7.1 Discussion of Committee Objectives - Councillor Johns

MOVED BY Councillor Sloane, seconded by Mr. Jolliffe that the order of business, as amended, be approved . MOTION PUT AND PASSED.

4. BUSINESS ARISING FROM THE MINUTES

4.1 Scoring Sheet

C A revised report dated October 17th, 2007, on the above noted, was before the committee.

Mr. Mike Gillett, Coordinator, Civic Events, presented the report to the committee.

Mr. Gillett noted that he has changed the numbers in the middle (score) column to add up to one hundred (100). He reviewed the quantitative scoring process for the benefit of those members who were not in attendance at the last meeting.

Councillor Fougere reiterated that the information provided is an update and the scoring

sheet will be used in conjunction with presentations.

MOVED BY Councillor Sloane, seconded by Councillor Johns that the scoring sheet, as amended, be accepted. MOTION PUT AND PASSED.

4.2 Festivals & Events Sub-Committee

Mr. Gillett stated that the Festivals and Events objective is to give out smaller grants under the \$120,000 threshold. He requested volunteers to serve on the Sub-committee which will hold an annual meeting in February or March; after Regional Council's January budget deadline.

Councillor Sloane and Mr. Rose, Halifax Chamber of Commerce representative, volunteered.

MOVED BY Councillor Johns, seconded by Councillor Sloane that Mr. Brian Rose and Councillor Dawn Sloane be appointed to the Festivals and Events Sub-Committee. MOTION PUT AND PASSED.

4.3 Clipper Ship Race Information/ Presentation

A decision on this request had been deferred pending additional information requested by the Committee at the September meeting.

Mr. Douglas Mac Donald expressed concern that while he appreciated the detailed twenty page proposal; he did not have sufficient time to review the information. Mr. Joliffe, Destination Halifax Representative, added that he felt the information had been sprung upon the Committee even though the report seems to have been available since June 2007.

Councillor Johns requested that committee members announce their involvement in certain events being presented. He thought that it would be a way to understand the point of view that other committee members are coming from.

MOVED BY Councillor Johns, seconded by Mr. Douglas Mac Donald that, when applicable, members shall make a declaration of active interest in events that applicants are bringing forward. MOTION PUT AND PASSED.

In regards to the presentation process, Mr. Andrew Whittemore, Manager, Community Relations and Community Development explained that the committee will jointly decide what presentations to hear and when. The presenter will be provided with briefing forms.

A staff report will be put together to be sent to the committee as a package to review. Mr. Whittemore suggested the grants committee process be used as a model.

Councillor Sloan left the meeting at 12:44 pm.

Councillor Fougere requested Mr. Grant Mac Donald's, Events Halifax, input as staff on the rest of the agenda. Since he was doing a presentation and must leave the room afterwards (as per the model) she proposed this presentation being deferred to the end of the meeting.

MOVED BY Mr. Douglas Mac Donald, seconded by Councillor Johns that Mr. Grant Mac Donald's Clipper Ship Race Presentation be moved to the end of the meeting agenda. MOTION PUT AND PASSED.

Mr. Jolliffe stated that he was confused by the apparent conflict of interest involving Mr. Grant Mac Donald and the Clipper Ship Presentation. Mr. Jolliffe stated that Mr. Grant Mac Donald was simply marshaling the work of Events Halifax; not his own interest in the event. Councillor Fougere asked the committee how they would distinguish events that come through Events Halifax and ones that come first hand. Mr. Whittemore stated that, in this case, Events Halifax and not Mr. Grant Mac Donald, is the applicant. Councillor Fougere stated that she and Mr. Douglas Mac Donald will meet with staff to give input so that less time is wasted on policies and procedures during committee meetings.

5. CONSIDERATION OF DEFERRED BUSINESS

5.1 Summer Festival Grant Committee

Mr. Gillett presented the information.

Councillor Johns explained that the role of the Summer Festival Grant Committee was to provide funding for events in the former Halifax County. The committee is made up of three Councillors who are based in county locations. Their fear was that if the Summer Festival Grants were to be absorbed into the general special events funds that these county events would have less if not any funding. The committee works where there is an understanding that the \$50, 000 grant moves to different former county areas annually.

Mr. Jolliffe asked what the difference was between the Summer Festival grants and the Special Events grants. Mr. Whittemore explained that all of the money for both committees is under one civic events operating budget. \$50, 000 in that budget is earmarked for the Summer Festival grants. Other events also have money earmarked within this budget. Therefore, the only difference between grants is that one is specifically earmarked and the other is not.

Many of the committee members were confused as to their responsibilities involving the budget.

MOVED BY Councillor Johns, seconded by Mr. Smith that a staff report on the responsibilities of the committee and budget be drafted and brought back for a recommendation to council. MOTION PUT AND PASSED.

5.2 Major Events Hosting Strategy Update

Mr. Whittemore informed the committee that this sub-committee would be meeting on October 22.

5.3 Schedule of Presentations

Mr. Gillett recommended that the committee meet more often during the fall to review all of the information that will be required for the presentations. Mr. Whittemore would like to see

two meetings in January, in particular, for the committee to look at Hallmark events. The committee discussed their presentation options. Staff will look into the most effective and efficient way for the committee to receive presentations.

MOVED BY Mr. Douglas Mac Donald, seconded by Mr. Brad Smith that presenters will be given ten minutes after which there will be a roundtable where members can ask a maximum of two questions. MOTION PUT AND PASSED.

It was agreed that the committee and staff will come back with an actual schedule of presentations.

The following items will be included:

5.3.1 Comedy Festival

5.3.2 Bluenose Marathon

5.3.3 Blues Festival

5.3.4 Scotia Music Festival

5.3.5 Atlantic Film Festival

5.3.6 Halifax Explosion

5.3.7 Shore to Shore

5.4 Terms of Reference

Mr. Whittemore stated that some members were wondering if they could appoint alternates to the committee. The Legislative Assistant explained that this isn't the practice and that the absent members must simply send their regrets. Councillor Fougere stated that, unless there were any future issues, the committee would consider this matter to have been dealt with.

6. REPORTS

6.1 Professional Based Festival Funding Review

Mr. Andrew Cox, Coordinator, Civic Events, explained that five specific events ;the Atlantic Film Festival, Multi Cultural Festival of Nova Scotia, Fringe Festival, Word on the Street and the Atlantic Jazz Festival, receive annual funding of five thousand (\$5000) dollars each for their operating budget. However, there is now the opportunity for presentations to be made to the committee to request additional funding for these events. The committee will decide if money will be taken from the operating budget, if these events will be moved to become Hallmark Events or if they will simply maintain their original funding. A staff report will be drafted pertaining to these options and recommendations.

6.2 Clipper Ship Update

C A proposal dated June 2007, on the above noted, was before the committee.

Mr. Grant Mac Donald presented the proposal to the committee. He alerted the committee that power point slide number five had an incorrect date. The date was the 13th of June, not September.

Mr. Jolliffe asked where the additional funding for this event would come from if the committee did not grant it. Mr. Grant Mac Donald answered that it may come from local yacht clubs acting as sponsors.

Mr. Grant Mac Donald left the meeting to allow the committee to make their decision.

Councillor Fougere asked for commentary from staff as to where this event would fit in terms of the funding request and in terms of the total the committee would allocate. She thought this would help the committee make their decision. Mr. Whittemore explained the policies to the members. He stated that he would consider the Clipper Ship Race to be an

international sporting event and fit it into that funding category. In this category, forty thousand (\$40, 000) has not yet been assigned. If the committee wanted to call it a tourism event; sixty thousand (\$60, 000) dollars has not yet been assigned. There is one million dollars (\$1, 000, 000) total in the special events reserve. This money represents the fiscal year ending on March 31, 2008.

Mr. Smith spoke to the economic side of this proposal. He sees benefit from this event as it will be an opportunity to do bilateral trade. He cited that without the bilateral relationships stemming from the Tall Ships Festival there would be no fast freight. He sees this as an international benefit which will justify the base costs.

Councillor Johns raised his concern that Mr. Grant Mac Donald stated that no aspect of the event was guaranteed . Since the ship is already called Halifax and is already being promoted he sees no other benefits.

Mr. Rose stated that if the event was moved from the waterfront (due to lack of funding) to a yacht club that it would become an elitist event. However, he also pointed out that this may also be a way to attract the higher end tourist area. He and Mr. Mont both recommended giving a lower amount of funding than requested.

Councillor Fougere stated that she sees this application as a request to help an event that is already going to happen. She agreed with Mr. Rose and Mr. Mont that a twenty-five thousand (\$25, 000) dollar investment would be better.

MOVED BY Mr. Brad Smith, seconded by Mr. Mont that the Special Events Advisory Committee recommend an award of \$25,000 toward the Clipper Ship Race with the understanding that a portion of those funds will be used for a public event. MOTION PUT AND PASSED.

7. ADDED ITEMS

7.1 Pop Explosion Presentation

Councillor Sloane requested that this item be added to the next agenda.

7.2 Discussion of the Committee's Objectives

This item was discussed earlier in the meeting. See page xx.

8. DATE OF NEXT MEETING

The next meeting is scheduled for Wednesday, November 21, 2007

9. ADJOURNMENT

The meeting adjourned at 2:30 p.m.

Shawnee Gregory
Legislative Assistant