

HALIFAX REGIONAL MUNICIPALITY

SPECIAL EVENTS ADVISORY COMMITTEE MINUTES

January 16, 2008

PRESENT: Councillor Sheila Fougere, Chair
Mr. Douglas MacDonald, Vice-Chair
Councillor Dawn Sloane
Councillor Brad Johns
Mr. Stuart Jolliffe, Destination Halifax
Mr. William Mont, Citizen Representative
Mr. Richard O'Beirne, Hotel Association of Nova Scotia
Ms. Sally Camus, Cultural Advisory Committee
Mr. Brad Smith, Greater Halifax Partnership

REGRETS: Mr. Brian Rose, Halifax Chamber of Commerce
Ms. June Buchanan, Cultural Advisory Committee

**STAFF AND
OTHERS:** Mr. Andrew Whittemore, Manager, Community Relations,
Community Development
Mr. Andrew Cox, Coordinator, Civic Events & Festivals
Mr. Mike Gillett, Coordinator, Civic Events & Festivals
Mr. Grant MacDonald, Events Halifax
Ms. Shawnee Gregory, Legislative Assistant

TABLE OF CONTENTS

1.	CALL TO ORDER	3
2.	APPROVAL OF MINUTES - October 17, 2007	3
3.	APPROVAL OF THE ORDER OF BUSINESS AND APPROVAL OF ADDITIONS AND DELETIONS	3
4.	BUSINESS ARISING FROM THE MINUTES	3
5.	CONSIDERATION OF DEFERRED BUSINESS - NONE	3
6.	CORRESPONDENCE, PETITIONS & DELEGATIONS	
	6.1 Correspondence - None	3
	6.2 Petitions	3
	6.3 Delegations - None	3
7.	REPORTS	
	7.1 Events Granting Process	3
	7.2 Civic Events Granting Process Overview and Discussion Paper	4
	7.3 Summer Festival Grants	5
8.	ADDED ITEMS	5
9.	DATE OF NEXT MEETING	5
10.	ADJOURNMENT	5
	Information Items	6

1. CALL TO ORDER

The meeting was called to order at 12:16 p.m. in Halifax Hall, 2nd Floor City Hall, 1841 Argyle Street, Halifax.

The Chair introduced, Sally Camus, the new Cultural Advisory Committee representative to the Special Events Advisory Committee.

2. APPROVAL OF THE MINUTES - October 17, 2007

MOVED BY Mr. MacDonald, seconded by Mr. Jolliffe that the minutes of October 17, 2007 be approved. MOTION PUT AND PASSED.

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

4. BUSINESS ARISING FROM THE MINUTES - NONE

5. CONSIDERATION OF DEFERRED BUSINESS - NONE

6. CORRESPONDENCE, PETITIONS & DELEGATIONS

6.1 CORRESPONDENCE - NONE

6.2 PETITIONS - NONE

6.3 DELEGATIONS - NONE

7. REPORTS

7.1 Events Granting Process

C A Staff Report dated November 28, 2007, was before the Committee.

A discussion ensued regarding the recommendation. Highlights of the Committee's comments as well as responses from staff were as follows:

C There is a ten (10) percent hold back for the granting process;

- C Staff asks for financial statements from the organizers of recurring events. The event receives eighty (80) percent of funding up front and twenty (20) percent upon staff's receipt of a financial statement;
- C Regarding the January 31st deadline for grant applications; staff would recommend that the Committee not make this the only annual deadline so that other events could apply for grants throughout the year. The Committee would like a portion of annual funds to be allotted for this purpose.

Moved by Councillor Sloane, seconded by Mr. Mont that the Special Events Advisory Committee approve the staff recommendation to approve the granting process outlined in the report with the following amendments:

1. **That sub-section 7A be added to section 7 of attachment 2, Marketing Levy Special Events Reserve Granting Process to include any historic review information of events;**
2. **That a section 27 be added to attachment 2, Marketing Levy Special Events Reserve Granting Process stating, review by staff;**
3. **That the Special Events Advisory Committee will review all grant applications before deciding on funding.**

MOTION PUT AND PASSED.

7.2 Civic Events Granting Process Overview and Discussion Paper

- C A Staff Report dated November 27, 2007, was before the Committee.

Mr. Andrew Whitemore, Manager, Community Relations, Community Development, informed the Committee that the above report was a historical overview of the granting process.

A discussion ensued regarding the report. Highlights of the Committee's comments as well as responses from staff were as follows:

- C An event's classification as a private or non-profit organization should be included in the historic review;
- C Certain events were characterized as Hallmark because they were unique to HRM;
- C Concerns were raised over the fact that The Nova Scotia International Air Show, a Hallmark Event, had forty thousand (40, 000) dollars earmarked for them but

did not hold the event. They are now on a five (5) year repayment schedule with HRM;

C Last year, the Hallmark Event, The Royal Nova Scotia Tattoo received funding of sixty thousand (60, 000) dollars and the Hallmark Event, The Halifax International Buskers Festivals received funding of forty-three thousand (43, 000) dollars. These events have secured funding;

C The Committee raised concerns regarding the historical and secured funding of these Hallmark Events. While they did not argue their merit they were also interested in funding new events. They were concerned with the manner in which funding was being shifted from the Operating Budget to the Market Levy Special Events Reserve.

MOVED BY Mr. Smith, seconded by Mr. Jolliffe that the Special Events Advisory Committee approve the staff recommendation and that discussion by the Committee be brought to Council. MOTION PUT AND PASSED.

7.3 Summer Festival Grants

C A Staff Report dated January 16, 2008 was before the Committee.

Councillor Johns raised concerns that the funding for these Festivals remain in place rather than being absorbed into any other projects.

MOVED BY Councillor Johns, seconded by Mr. Smith that the Special Events Advisory Committee approve the staff recommendation with the amendment and request that four representatives be chosen from amongst the former County of Halifax Councillors to serve on this sub-committee including one member of the Special Events Advisory Committee. MOTION PUT AND PASSED.

The Committee will be holding Specials Events Grant Proposal Presentations on January 23rd and 24th from 1 p.m. to 4 p.m.

Regarding Information Item 1, Staff will come back to the Committee with an update and supplemental information at the next meeting.

8. ADDED ITEMS - NONE

9. DATE OF NEXT MEETING

The next meeting was scheduled for February 20, 2007.

11. ADJOURNMENT

The meeting was adjourned at 1:52 p.m.

Shawnee Gregory
Legislative Assistant

The following items were added as information:

1. E-mail from Stuart Jolliffe, Destination Halifax Representative, Re: Requested Agenda Item for Seac
2. Tentative Meeting Schedule for 2008