

HALIFAX REGIONAL MUNICIPALITY

**SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES**

January 23, 2008

PRESENT:

Councillor Sheila Fougere, Chair
Mr. Douglas MacDonald, Vice-Chair
Councillor Dawn Sloane
Councillor Brad Johns
Mr. Stuart Jolliffe, Destination Halifax
Mr. Richard O'Beirne, Hotel Association of Nova Scotia
Ms. Sally Camus, Cultural Advisory Committee
Mr. Brian Rose, Halifax Chamber of Commerce
Ms. June Buchanan, Cultural Advisory Committee

REGRETS:

Mr. Brad Smith, Greater Halifax Partnership
Mr. William Mont, Citizen Representative

**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
Ms. Shawnee Gregory, Legislative Assistant

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1. CALL TO ORDER

The meeting was called to order at 1:12 p.m. in the Finance Boardroom, 3rd Floor Duke Tower, Duke Street, Halifax.

2. ATLANTIC FILM FESTIVAL - Mr. Gregor Ashe

Mr. Gregor Ashe provided the presentation on the Atlantic Film Festival. Highlights of his presentation were as follows:

- C Halifax is number four (4) of the top four (4) major film markets after Toronto, Montreal and Vancouver;
- C The festival has outgrown their current location on Argyle Street and is seeking the use of Grand Parade for their opening night celebrations with an estimated audience of ten thousand (10, 000) to twelve thousand (12, 000) people in attendance;
- C There was a twenty (20) percent increase in attendance in 2007;
- C The festival is seeing a number of schools in attendance; some traveling from as far as Ontario.

A discussion ensued with Mr. Ashe responding to questions. The following comments were noted:

- C The extra funding would be put towards enhancement with the bulk directed towards building capacity;
- C The festival is asked annually to move the event to a new host city, however, it is too industry based to do so.

3. WORD ON THE STREET - Ms. Heather Gibson

Ms. Heather Gibson provided the presentation on the Word on the Street. Highlights of her presentation were as follows:

- C In 2001 the festival moved from it's original location on Spring Garden Road to the Piers due to the weather factors of hosting an outdoor event;
- C Parking is an issue at the new venue;
- C Ninety (90) percent of attendees are from the HRM;

A discussion ensued with Ms. Gibson responding to questions. The following comments were noted:

- C With the Word on the Street as well as NSCAD and the new Farmers Market, the Committee agreed that staff should look into transit enhancement in the pier area;
- C The festival has no immediate plan to move from the pier location;
- C The festival has rented from Metro Transit in the past but it isn't feasible at this time;
- C The festival would like to use the extra funding to distribute to the school system and to enhance the festival with new ideas;
- C The festival does not buy any advertising. The extra publicity money in the budget was used to hire a book publicist;
- C The management fees of thirty-seven thousand (37, 000) dollars were for the executive directors salary.

4. MULTI CULTURAL FESTIVAL - Ifty Illyas

Mr. Ifty Illyas provided the presentation on the Multi Cultural Festival. Highlights of his presentation were as follows:

- C The funding the festival receives is generally used to aid performers visiting from outside of the province;
- C A dance group from Armenia will be performing at the festival this year;
- C The festival applies on a federal project called Arts Presentation Canada.

A discussion ensued with Mr. Illyas responding to questions. The following comments were noted:

- C The forty-five hundred (4500) dollar budgetary allotment for volunteers is to provide the over two hundred (200) volunteers with two (2) meals per shift;
- C The tobacco industry has been asked by the federal government to fund events provided that they do not advertise;
- C Outside of the HRM, most attendees come from Truro, New Glasgow and the South Shore;
- C These attendees mainly stay at bed and breakfasts and small hotels and motels;
- C This is the largest Multi Cultural festival east of Montreal.

5. ADJOURNMENT

The meeting was adjourned at 2:59 p.m.

Shawnee Gregory
Legislative Assistant