

HALIFAX REGIONAL MUNICIPALITY

**SPECIAL EVENTS ADVISORY COMMITTEE
SPECIAL MEETING MINUTES**

February 7, 2008

PRESENT:

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

REGRETS:

Councillor Brad Johns
Mr. Brad Smith, Greater Halifax Partnership

**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

TABLE OF CONTENTS

1.	CALL TO ORDER	3
2.	APPROVAL OF THE MINUTES	3
3.	APPROVAL OF THE ORDER OF BUSINESS AND APPROVAL OF ADDITIONS AND DELETIONS	3
4.	BUSINESS ARISING OUT OF THE MINUTES	
4.1	Scoring Sheet	3
4.2	Hallmark Status	4
4.2.1	Halifax Comedy Festival	4
4.2.2	Blue Nose International Marathon	5
4.2.3	Atlantic Film Festival	5
4.2.4	Atlantic Fringe Festival	5
4.2.5	Word on the Street	5
4.2.6	Multi Cultural Festival	5
4.2.7	Great Atlantic Blues and Beyond Festival	5
4.2.8	International Fireworks Competition	5
4.2.9	Royal Nova Scotia International Tattoo	6
4.2.10	Halifax Busker Festival	6
5.	DATE OF NEXT MEETING	6
6.	ADJOURNMENT	6
	Information Items	7

1. CALL TO ORDER

The meeting was called to order at 1:12 p.m.

2. APPROVAL OF THE MINUTES

Correction - January 24, 2008 item 2 - Blue Nose International Marathon not Competition, Pride of Place not Private Place
item 5 - two point five million not two hundred and five million

MOVED BY Ms. Camus, seconded by Councillor Sloane that the minutes, as corrected, be approved. MOTION PUT AND PASSED.

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

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

4. BUSINESS ARISING OUT OF THE MINUTES

4.1 Scoring Sheet

The Committee discussed the scoring sheet by criteria. Mr. Jolliffe and Mr. O'Beirne as well as staff were called upon for clarification as they had helped to create the scoring sheet. The following explications were noted:

National or International - this is meant to be in scope. Events that provide a profile for the HRM on an international basis and attract people from a broader area are considered to be international. National or international status refers to participants in the event as well as marketing.

Non-Resident Participants/Spectators - In this instance, a non-resident is considered to be anyone living outside of HRM rather than outside of the province as revenue is generated from fixed accommodation within the HRM.

Geographic Distribution - In this instance, the urban core refers to Dartmouth and the Halifax Peninsula; all other areas are considered to be rural.

Several Committee members noted that they would like to see better business plans and financial statements from event planners.

The Chair advised the Committee that they did not have the ability to change the scoring values for those groups who had already presented. However, she stated that they could certainly look into revising the scoring sheet at a later time.

Staff advised the Committee that presenters do not receive the values column of the scoring sheet so that they cannot skew their application to the perspective of the sheet.

4.2 Hallmark Status

The definition of a Hallmark Event is as follows:

A recurring event possessing such significance in terms of tradition, attractiveness, image or publicity that it provides to the host community with a competitive advantage. These events are associated with HRM's identity; will raise it's profile globally and position it as a place to invest. Over time the events and destination can become inseparable in terms of their image.

The Chair clarified that the Committee was not predetermining funding for events or whether or not they receive funding at all. She advised that they would be determining whether or not they will be considered a Hallmark Event. She also noted that the Committee would decide what budget the non Hallmark Events would go to.

Staff advised the Committee that they may recommend that Council grant them the ability to fund annual events. The Committee will also have the ability to send non-Hallmark events back to the operating budget if they choose to not send them back to the Special Events Reserve.

Mr. O'Beirne left at the meeting at 2:20 p.m.

It was noted that the Atlantic Jazz Festival and the Halifax Pop Explosion would be skipped until they made their presentations.

The Committee noted that they would rather hold off on granting Hallmark Status to an event in order to give it time to grow rather than granting status and then taking it away.

The three (3) existing Hallmark Events; the Royal Nova Scotia International Tattoo, the International Air Show and the Halifax Busker Festival, will require a recommendation to Council regarding changing their status.

4.2.1 Halifax Comedy Festival

MOVED BY Mr. Jolliffe, seconded by Mr. Rose that, based on the definition, the Halifax Comedy Festival is not a Hallmark Event. MOTION PUT AND PASSED.

4.2.2 Blue Nose International Marathon

MOVED BY Mr. Jolliffe, seconded by Councillor Sloane that, based on the definition, the Blue Nose International Marathon is a Hallmark Event. MOTION PUT AND PASSED.

4.2.3 Atlantic Film Festival

MOVED BY Councillor Sloane, seconded by Mr. Jolliffe that, based on the definition, the Atlantic Film Festival is a Hallmark Event. MOTION PUT AND PASSED.

4.2.4 Atlantic Fringe festival

MOVED BY Mr. Jolliffe, seconded by Ms. Camus that, based on the definition, the Atlantic Fringe Festival is not a Hallmark Event. MOTION PUT AND PASSED.

4.2.5 Word on the Street

MOVED BY Mr. Jolliffe, seconded by Mr. MacDonald that, based on the definition, the Word on the Street is not a Hallmark Event. MOTION PUT AND PASSED.

4.2.6 Multi Cultural Festival

MOVED BY Mr. Jolliffe, seconded by Ms. Camus that, based on the definition, the Multi Cultural Festival is not a Hallmark Event. MOTION PUT AND PASSED.

4.2.7 Great Atlantic Blues and Beyond Festival

MOVED BY Ms. MacDonald, seconded by Mr. Jolliffe that, based on the definition, the Great Atlantic Blues and Beyond Festival is not a Hallmark Event. MOTION PUT AND PASSED.

4.2.8 International Fireworks Competition

MOVED BY Mr. MacDonald, seconded by Ms. Buchanan that, based on the definition, the International Fireworks Competition is not a Hallmark Event. MOTION PUT AND PASSED.

4.2.9 Royal Nova Scotia International Tattoo

MOVED BY Mr. Jolliffe, seconded by Councillor Sloane that, based on the definition, the Royal Nova Scotia International Tattoo is a Hallmark Event. MOTION PUT AND PASSED.

4.2.10 Halifax Busker Festival

The Committee decided to defer making a decision on this event as they did not have adequate information.

Staff advised the these existing Hallmark Events had been told they may have to reapply and had been put on notice.

MOVED BY Mr. MacDonald, seconded by Councillor Sloane that the Committee should receive applications for funding from every event; including those with previous Hallmark status. MOTION PUT AND PASSED.

5. DATE OF NEXT MEETING

Next meeting was scheduled for Wednesday, February 20, 2008 from 12 to 3 p.m.

6. ADJOURNMENT

The meeting was adjourned at 3:21 p.m.

Shawnee Gregory
Legislative Assistant

The following items were added as information:

1. Blank Scoring Sheets
2. Tall Ships Application