

HALIFAX REGIONAL MUNICIPALITY

**SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES**

April 23, 2008

PRESENT:

Councillor Sheila Fougere, Chair
Mr. Douglas MacDonald, Vice-Chair
Councillor Brad Johns
Ms. June Buchanan, Cultural Advisory Committee
Mr. Richard O'Beirne, Hotel Association of Nova Scotia
Ms. Sally Camus, Cultural Advisory Committee
Mr. Bill Mont, Citizen Representative
Mr. Brad Smith, Greater Halifax Partnership
Mr. Brian Rose, Halifax Chamber of Commerce

REGRETS:

Councillor Dawn Sloane
Mr. Stuart Jolliffe, Destination Halifax

**STAFF AND
OTHERS:**

Mr. Andrew Whittemore, Manager, Community Relations,
Community Development
Mr. Mike Gillett, Coordinator, Civic Events & Festivals
Mr. Andrew Cox, Civic Events & Festivals
Ms. Shawnee Gregory, Legislative Assistant

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1. CALL TO ORDER

The meeting was called to order at 12:15 p.m. in the Media Room, City Hall, 1841 Argyle Street, Halifax.

2. APPROVAL OF THE MINUTES - February 7, 2008 & March 19, 2008

MOVED BY Ms. Buchanan, seconded by Ms. Camus, that the minutes of February 7, 2008, as presented, be approved. MOTION PUT AND PASSED.

MOVED BY Mr. Smith, seconded by Mr. O'Beirne, that the minutes of March 19, 2008, as presented, be approved. MOTION PUT AND PASSED.

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

Additions:

- 8.1 Events Owing Funds as they Relate to Grants - Mr. Whittemore
- 8.2 Communications - Mr. Whittemore

MOVED BY Ms. Camus, seconded by Mr. O'Beirne, that the agenda, as amended, be approved. MOTION PUT AND PASSED.

4. BUSINESS ARISING OUT OF THE MINUTES - NONE

5. CONSIDERATION OF DEFERRED BUSINESS - NONE

6. CORRESPONDENCE, PETITIONS & DELEGATIONS

6.1 Correspondence - None

6.2 Petitions - None

6.3 Delegations

6.3.1 Major Events Hosting Strategy update - Mr. Cam Hawkins

Mr. Cam Hawkins provided the presentation on the Major Events Hosting Strategy. The following highlights were noted:

- C Mr. Hawkins has been working on the project since just before Christmas;
- C There is no single strategy to becoming a successful major event hosting city;
- C Chicago is an excellent model of a successful major event hosting city.
Edinburgh, Melbourne and Montreal should also be recognized;
- C The key aspect of Edinburgh and Melbourne's success is in their corporate strategic plans. They each have clear and unambiguous statements of objective and major events are always factored in;
- C It is best to invest in existing events rather than chasing new ones. It is also a resourceful strategy to use existing events as a platform to create a new event from within that can then grow outside;
- C Events indigenous to the area and that tie in to culture and heritage should also be considered first;
- C Having live sites for events supports better community access;
- C Some municipalities only fund certain aspects of events as part of their best practice model;
- C HRM should consider looking into opportunities to make popular emerging sports as popular as hockey as this would be an opportunity for long term development and growth for tournaments;
- C The number one priority should be increasing the draw of recurring events;
- C The governance model needs to be addressed. Investors have said that HRM is not event friendly because as residents we do not want to disrupt our daily lives to allow events to occur.

A discussion ensued with Mr. Hawkins responding to questions. The following points were noted:

- C The Committee was reminded that Mr. Hawkins' strategy would provide a lot of background, best practice research and analysis and recommendations around what events Halifax may want to pursue. It will also include information on bidding and the governance model;
- C The event pursue model is very important as well as creating a corporate strategic plan and consulting with the community.

The Chair thanked Mr. Hawkins for his presentation.

7. REPORTS

7.1 Civic Events Granting Process Overview and Discussion Paper

- C A draft of the Civic Events Granting Process Overview and Discussion Paper report was before the Committee.

Mr. Andrew Whittemore, Manager, Community Relations, Community Development, provided an overview of the report. The following highlights were noted:

- C One factor that will influence discussion is the moving of The Atlantic Film Festival, The Atlantic Jazz Festival and the Blue Nose International Marathon from the operating budget and into the Market Levy Special Events Reserve Fund as Hallmark events. There are now six (6) Hallmark Events; double the amount as before;
- C There is currently more money in the operating budget as a result of the above noted events being moved;
- C The hard work of the Committee was acknowledged.

A discussion ensued regarding the report. The following points were noted:

- C A score of eighty (80) percent on the scoring sheet actually equalled out to be a score of one hundred (100) percent. Therefore, a score of seventy (70) to eighty (80) percent was in the upper echelon;
- C Even though events have been scored; subjectivity can be used at the Committee's discretion regarding funding;
- C A "cheat sheet" with advice on other avenues of funding for presenters was suggested.

MOVED BY Mr. Smith, seconded by Councillor Johns, that the Special Events Advisory Committee recommend that Regional Council:

- a) **Amend HRM's Civic Events Policy Framework and Market Levy Special Events Reserve Business Case to expand the list of HRM Hallmark Events to include:**
 - 1. **The Atlantic Film Festival**
 - 2. **The Atlantic Jazz Festival, and**
 - 3. **The Blue Nose International Marathon;**

MOTION PUT AND PASSED.

MOVED BY Mr. MacDonald, seconded by Ms. Camus, that Table 1 include the amended amount of one million one hundred and twenty four thousand dollars (1,124,000); and

- b) **That Regional Council approve a 3 year funding schedule for Hallmark Events and the 2008/2009 funding for non-annual events from the Market Levy Special Events Reserve (Q315) (Table 1);**

MOTION PUT AND PASSED.

The following amendments to Table 1 will be made:

- C The subtotal of two hundred and ten thousand (210,000) dollars was incorrect and will be corrected to the amount of two hundred and twenty five thousand (225,000) dollars;
- C It should be noted in the table that the Halifax International Busker Festival will be presenting at a later date with an ask of one hundred and two six hundred and eighty seven thousand(102,687) dollars;
- C It should be noted that the IHF World Hockey Championships funding comes from an existing motion from Regional Council;
- C The DND concert will be deferred;
- C The Halifax International Fireworks Competition will not receive any funding.

MOVED BY Mr. O’Beirne, seconded by Councillor Johns, that the Halifax International Fireworks Competition not be granted any funding. MOTION PUT AND PASSED.

It was noted that the Great Atlantic Blues and Beyond Festival does not qualify for funding.

Mr. Hawkins suggested that since music was a perennial theme that mentoring may help these emerging festivals.

It was suggested that there be one (1) main application deadline annually with a second deadline for smaller amounts of funding.

Mr. MacDonald declared a conflict of interest.

MOVED BY Councillor Johns, seconded by Ms. Camus, that the Special Events Advisory Committee recommend that Regional Council:

- c) **Approve 2008/2009 proposed funding amounts from the Festival and Events Grant program through Operating Budget C760 (Table 2);**

The following amendments to table 2 will be made:

- C MAD should have two (2) d's;
- C Those events with a zero (0) for proposed funding will be omitted from the table as this may be an necessary deferent for them to money from other avenues of funding.

MOTION PUT AND PASSED.

MOVED BY Mr. Smith, seconded by Mr. MacDonald, that the Special Events Advisory Committee recommend that Regional Council:

- d) **Approve 2008/2009 proposed funding amounts from the Summer Festival Grant program through Operating Budget C760 (Table 3);**

There should be a note in the discussion portion stating that the Summer Festival Grant moves around annually.

MOTION PUT AND PASSED

MOVED BY Mr. MacDonald, seconded by Mr. O'Beirne, that the Special Events Advisory Committee recommend that Regional Council:

- e) **Reallocate the \$11,500 capacity in C760 to existing annual events which was achieved by realigning 3 events under the Hallmark event category (Q315);**

MOTION PUT AND PASSED.

Mr. Mont entered the meeting at 2:10 p.m.

MOVED BY Mr. MacDonald, seconded by Councillor Johns that the motion below be deferred pending further information from staff:

- f) **Consider an increase in the Summer Festival Program funding by \$25,000 for the 09/10 budget.**

MOTION PUT AND PASSED.

8. ADDED ITEMS

8.1 Events Owing Funds as they Relate to Grants - Mr. Whittemore

Mr. Whittemore noted that several events which are receiving funding such as the Blue Nose International Marathon, The Atlantic Jazz Festival and the Halifax International Air Show, have set up repayment programs. He recommended adding the portion owing into the total grant so that the amount owing would be automatically paid for. He also advised that finance would alert him to what additional events are owing.

Mr. MacDonald requested that staff bring an update to the Committee on what budgetary information is required from events on their applications.

8.2 Communications - Mr. Whittemore

It was noted that no event would be privy to their funding amount until the recommendations from the Special Events Advisory Committee were approved by Council.

9. DATE OF NEXT MEETING

The next meeting was scheduled for May 21, 2008 at 12:00 p.m..

10. ADJOURNMENT

The meeting was adjourned at 2:22 p.m.

Shawnee Gregory
Legislative Assistant