

HALIFAX REGIONAL MUNICIPALITY

SPECIAL EVENTS ADVISORY COMMITTEE
Special Meeting
MINUTES

May 7, 2008

PRESENT:

Councillor Sheila Fougere, Chair
Mr. Douglas MacDonald, Vice-Chair
Councillor Brad Johns
Councillor Dawn Sloane
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

REGRETS:

Mr. Brad Smith, Greater Halifax Partnership
Mr. Brian Rose, Halifax Chamber of Commerce
Mr. Stuart Jolliffe, Destination Halifax

**STAFF AND
OTHERS:**

Mr. Andrew Whittemore, Manager, Community Relations,
Community Development
Mr. Andrew Cox, 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	3
5.	CONSIDERATION OF DEFERRED BUSINESS	3
6.	CORRESPONDENCE, PETITIONS & DELEGATIONS	3
6.1	Correspondence	3
6.2	Petitions	3
6.3	Delegations	3
6.3.1	2010 World Junior Hockey Championships - Mr. Grant MacDonald, Events Halifax	3
7.	REPORTS	5
8.	ADDED ITEMS	6
9.	DATE OF NEXT MEETING	6
10.	ADJOURNMENT	6

1. CALL TO ORDER

The meeting was called to order at 5:08 p.m. in the Media Room, first floor City Hall, 1841 Argyle Street, Halifax.

2. APPROVAL OF THE MINUTES - NONE

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

MOVED BY Mr. O'Beirne, seconded by Councillor Johns, that the order of business, as presented, 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 2010 World Junior Hockey Championships - Mr. Grant MacDonald, Events Halifax

Mr. Grant MacDonald, Events Halifax, provided the presentation on the 2010 World Junior Hockey Championships. Highlights were as follows:

- C The event will run from December 26, 2009 to January 5, 2010. These are static dates set by the World Junior Hockey organization;
- C Halifax also hosted the World Junior Hockey Championships in 2003;
- C Hockey Canada obtained the rights for both the 2010 and 2012 World Junior Hockey Championships at the same time. Events Halifax had intended to apply for both, however, considering the competition with NHL cities for the 2012 bid they decided to focus on 2010;
- C This may be the last time that HRM has the opportunity to host this event;
- C Moncton will be the secondary venue for the event;

- C The economic impact of the event in 2003 was twenty million (20,000,000) dollars;
- C The event would be helpful for the hotel industry as it will be taking place during the slow season;
- C The event would pose an excellent opportunity to promote HRM , Nova Scotia and Canada on a global scale;
- C The event may also result in reciprocal outbound trade to Europe in subsequent years;
- C Events Halifax is currently in the process of engaging partnerships with HRM, the provincial and federal government, ACOA and Moncton;
- C Events Halifax will be presenting on June 10, 2008 and the decision from Hockey Canada will be in July.

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

- C Halifax will host twenty one (21) of the thirty one (31) championship games with Moncton hosting the remaining ten (10);
- C Sydney was given the right of first refusal as they had been partnered with the event in 2003. They declined the offer as they did not feel they had sufficient resources at this time.

Mr. Douglas MacDonald entered the meeting at 5:24 p.m.

- C Events Halifax is hoping to get a total of four million (4,000,000) dollars combined funding from the above noted partnerships to host the event.

The Chair thanked Mr. Grant MacDonald for his presentation and he left the meeting.

A discussion ensued between staff and Committee members regarding the funding request. The following points were noted:

- C The majority of people who attend the 2010 World Junior Hockey Championships will be local, therefore, the event will not generate as much tourism as the IIHF World Junior Hockey Tournament which is currently taking place in HRM;
- C Staff was perplexed by the event's operating budget of six point six million (6,600,000) dollars with an estimated profit of sixteen million (16,000,000) dollars as it seemed as though the budget piece was only a draft;
- C In general agreement, this event has now scored a seventy one (71) out of a possible ninety (90) percent.

Staff and Committee members discussed funding options for the event. When taking into consideration the funding of Hallmark Events, a potential Commons Concert and the desire to retain a buffer of funds for 2009 it was agreed that it would be a challenge to meet Events Halifax's ask of one million (1,000,000) dollars. Several Committee members were concerned that this was a high ask; particularly due to the fact that this would be a ticketed and gated event. Staff advised that they were uncertain if the municipality had given the 2003 World Junior Hockey Championships any funding, therefore, there was no precedent for previous amounts.

Mr. Douglas MacDonald indicated that he wanted to be fair and that he believed giving the event fifty (50) percent of their ask would be reasonable.

MOVED BY Mr. MacDonald, seconded by Councillor Sloane, that the World Junior Hockey Championships be granted a total of five hundred thousand (500,000) dollars; with two hundred and fifty thousand (250,000) dollars being allotted from the 2009/10 budget and the remaining two hundred and fifty thousand (250,000) dollars from the 2010/11 budget.

A discussion on the motion ensued and several Committee members indicated that although the ante had been upped since the 2003 World Junior Hockey Championships the funding amount was still quite high.

MOTION DEFEATED.

MOVED BY Councillor Johns, seconded by Mr. Mont, that the 2010 World Junior Hockey Championships be granted a total of two hundred thousand (200,000) dollars; with one hundred thousand (100,000) dollars being allotted from the 2009/10 budget and the remaining one hundred thousand (100,000) dollars from the 2010/11 budget. MOTION PUT AND PASSED.

Councillor Sloane left the meeting at 6:32 p.m.

MOVED BY Mr. O'Beirne, seconded by Ms. Buchanan, that funding be dependant upon Events Halifax winning the bid for the 2010 World Junior Hockey Championships. MOTION PUT AND PASSED.

It was noted that, in the future, events and presentations would be brought forward to the Special Events Advisory Committee much earlier than they had been as this year had been a pilot.

7. **REPORTS - NONE**

8. **ADDED ITEMS - NONE**

9. **DATE OF NEXT MEETING**

The next meeting was scheduled for May 21, 2008

10. **ADJOURNMENT**

The meeting was adjourned at 6.35 p.m.

Shawnee Gregory
Legislative Assistant