

HALIFAX REGIONAL MUNICIPALITY

**SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES**

July 2 , 2008

PRESENT:

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

REGRETS:

Councillor Brad Johns
Ms. June Buchanan, Cultural Advisory Committee
Mr. Brad Smith, Greater Halifax Partnership

STAFF

Mr. Mike Gillett, Coordinator, Civic Events & Festivals
Mr. Andrew Cox, Civic Events & Festivals
Mr. Andrew Whittemore, Manager, Community Development
Ms. Barbara Coleman, Legislative Assistant

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1. CALL TO ORDER

The meeting was called to order at 12:10 p.m. in the Halifax Hall, City Hall, 1841 Argyle Street, Halifax.

2. APPROVAL OF THE MINUTES - May 7, 2008 and May 21, 2008

MOVED BY Councillor Dawn Sloane, seconded by Mr. Brian Rose, that the minutes of May 7, 2008 and the minutes of May 21, 2008 be approved. MOTION PUT AND PASSED.

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

Additions:

- 8.1 Reappointments of Members from Chamber of Commerce, Hotel Association, greater Halifax and Destination Halifax (terms expire July 2008)

MOVED BY Mr. Brian Rose, seconded by Councillor Sloane that the order of business be approved as amended. 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

6.1.1 Submission from the Halifax Pop Explosion

An email from Mr. Wayne Mason, Executive Director, Halifax Pop Explosion Association dated June 7, 2008 was before the Committee.

An email from Councillor Sheila Fougere, Chair, dated June 9, 2008 in response to the above-mentioned email was also before the Committee.

Mr. Mason emailed Councillor Fougere in hopes that the Special Events Advisory Committee would reconsider the decision the Committee made at the March 19, 2008 meeting to not consider the Halifax Pop Explosion Association as Hallmark status. He was

concerned that the Halifax Pop Explosion Association was judged by Special Events Advisory Committee without sufficient consideration and information.

Discussion ensued with members noting the following:

- C Decisions of the Committee could not be appealed due to the fact that the decisions that the Special Events Advisory Committee makes in their meetings are only recommendations to Council and it is Regional Council that makes the final decision.
- C The Halifax Pop Explosion had been reviewed by Staff. It did not meet the guidelines set by the Special Events Advisory Committee to entitle it to present to the Committee. At that time, staff did not feel that it met the criteria set out for Hallmark status.
- C Because the Special Events Advisory Committee's process for determining whether or not the criteria set out for Hallmark status is met is new and it still had a few issues to be worked out, it was felt that in all fairness to the group, the Halifax Pop Explosion Association should be allowed to present.

Councillor Fougere noted that if they did allow this group to present, Special Events Advisory Committee would not be meeting again until the fall and therefore it would be fall before they could present. There would be no money for the Halifax Pop Explosion Association until the Committee has made their decision. Staff felt that it would not hinder this year's planning to wait until September for the group to be allowed to present. They felt that the group would not have considered any other monies in their planning strategy for this year.

While deliberating this, the Committee made note that should Halifax Pop Explosion Association be allowed to present, then Scotia Music Festival should also be allowed to present to the Committee as well as this was the only other event affected by the decision to not allow them to present. Both presentations would be for Hallmark status only. It should be made known to these groups that Hallmark status does not necessarily mean more money for their groups.

Doug MacDonald entered the meeting at 12:55 p.m.

MOVED BY Mr. Stuart Jolliffe, seconded by Councillor Sloane that both the Scotia Festival and the Halifax Pop Explosion be given the opportunity to present and make a case for Hallmark status at the next available meeting. MOTION PUT AND PASSED

Councillor Fougere advised the Committee that this motion is not to be considered as an appeal but in reviewing their processes, it was felt in the interest of fairness, that the Special Events Advisory Committee should allow both the Scotia Festival and the Halifax Pop Explosion events the opportunity to present. Special Events Advisory Committee

recognizes this process is new and in reviewing the process realized that there were only two groups that were not given the opportunity to plead their cases the same way the other groups have. It should also be made known to both event planners that this presentation is for Hallmark status only not for more money. Both groups will be scored on the basis of that.

6.2 Petitions - None

6.3 Delegations - None

7. REPORTS

7.1 Grants Report

A Staff report dated June 18, 2008 was before the Special Events Advisory Committee.

Members of the Committee expressed concerns over the wording of the recommendation of Staff which stated that Special Events Advisory Committee recommend that Regional Council, "approve a 3-year funding schedule for Hallmark events..." . They were not prepared to recommend a three-year funding schedule for Hallmark Events. This money needs to be approved by Council every year and Special Events Advisory Committee did not want to give the appearance of granting money for three years when that is not the case.

Ms. Sally Camus entered the meeting at 1:02 p.m.

Staff had felt that it would take an unnecessary burden off the Committee to determine Hallmark status every year. Discussion ensued but in the end, the Committee determined that they would rather not have that clause in the motion which would give the impression of granting money for three years. The Committee would need a broader discussion on the recommendation that the proposed funding for Hallmark events be consistent for three years.

MOVED BY Mr. Douglas MacDonald, seconded by Mr. Bill Mont that Regional Council:

- 1. Approve the additions to Table 1 of the Report to Special Events Advisory Committee dated June 18, 2008;**
- 2. Remove the asterisk and note under Hallmark Events which reads, "It is recommended that the proposed funding for Hallmark events be consistent for three years."**

Discussion ensued with Mr. Jolliffe asking if the \$300,000.00 allocated for a Common Concert was for the Keith Urban concert. Staff responded, "no", and if that money would be carried over to next year, should it not be spent this year for a concert. Council has approved two concerts a year for \$150,000.00 each on the Common.

MOTION PUT AND PASSED

In Table 2, there are six events that have been added to the list. The committee raised the concerns that should the groups, the Scotia Music Festival and the Pop Explosion present to this committee and not make their case that they should be Hallmark status, that their funding which was allocated under the Festival and Events would be gone. With this in mind, the following motion was made.

MOVED BY Councillor Sloane, seconded by Mr. Jolliffe that the Committee approve the amended Table 2 of the Report to Special Events Advisory Committee dated June 18, 2008 with the exception of Scotia Music Festival and Pop Explosion. These two groups are to be removed from the list and the money allocated to these two groups be held.

Staff gave an overview of the amendments of Table 2.

Mr. MacDonald requested clarification that the motion on the floor was dealing with only the amended items of Table 2 and not the Table as a whole. Mr. MacDonald indicated that if it were the entire table then he would have a conflict and would need to abstain from voting.

Councillor Fougere clarified that it was only the amendments to the Table as the other items had been passed in a previous meeting.

MOTION PUT AND PASSED.

MOVED BY Mr. Stuart Jolliffe, seconded by Councillor Sloane, that the Special Events Advisory Committee recommend that Regional Council:

- 1. Approve that Hallmark Events are to include a Halifax International Busker Festival grant and the 2008/2009 funding for non-annual events from the marketing Levy Special Events Reserve (Q315) (Table 1) of the June 9, 2008 staff report, as amended; and**
- 2. Approve 2008/2009 proposed funding amounts from the Festival and Events Grant program through Operating budget C760 (as outlined in Table 2) of the June 9, 2008 staff report as amended.**

MOTION PUT AND PASSED

7.2 Z103 Summer Rush Concert (Verbal Report)

Mike Gillett, Coordinator, Civic Events and Festivals, reported to the Committee that the Z103 Summer Rush was a profit event not being held on the Common & thus was not eligible for SER support.

7.3 Civic Events Granting Process Overview and Discussion Paper

Previously dealt with in 7.1 - 7.1 and 7.3 are the same items.

8. ADDED ITEMS

8.1 Reappointments of Members from Chamber of Commerce, Hotel Association, greater Halifax and Destination Halifax (terms expire July 2008)

MOVED BY Councillor Sloane and seconded by Mr. MacDonald that the Chairs of Chamber of Commerce, Hotel Association, Greater Halifax and Destination Halifax confirm in writing who is going to represent their organizations for the next term of the committee. MOTION PUT AND PASSED

9. DATE OF NEXT MEETING

The next meeting is scheduled for September 17, 2008 at 12:00 p.m.

MOVED BY Sally Camus seconded by Richard O'Beirne that the next meeting be held September 17, 2008

MOTION PUT AND PASSED

10. ADJOURNMENT

The meeting was adjourned at 2:00 p.m.

Barbara Coleman
Legislative Assistant

