

HALIFAX REGIONAL MUNICIPALITY

**SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES**

January 28, 2009

PRESENT:

Councillor Brad Johns
Mr. Douglas MacDonald, Vice-Chair
Councillor Lorelei Nichol
Councillor Dawn Sloane
Mr. Bill Mont, Citizen Representative
Mr. Brad Smith, Greater Halifax Partnership
Ms. Sally Camus, Cultural Advisory Committee
Mr. Brian Rose, Halifax Chamber of Commerce
Mr. Stuart Jolliffe, Destination Halifax

REGRETS:

Ms. June Buchanan, Cultural Advisory Committee
Mr. Joe Gillivan, Hotel Association of Nova Scotia

STAFF

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

GUEST:

Councillor Peter Lund

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1. CALL TO ORDER

The meeting was called to order at 12:30 P.M.

2. APPROVAL OF MINUTES - December 12, 2008

Correction: The minutes should reflect that Councillor Sloane nominated Councillor Brad Jones as the Chair for this Committee.

MOVED By Councillor Sloane, seconded by Mr. Mont, that the minutes of December 12, 2008 be approved as presented. MOTION PUT AND PASSED

Ms. Sally Camus entered the room at 12:36 p.m.

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

Councillor Johns requested that the Committee move Item 5.1, Scotia Festival of Music Presentation/Discussion prior to Item 4 on the agenda.

Additions:

- 7.1 Rainmen Decision
- 7.2 Hallmark Events, Regular Events Categories
- 7.3 Blues Festival Council Referral
- 7.4 Greekfest Council Referral
- 7.5 International Air Show Discussion
- 7.6 Festival and Events Grant Sub-committee

MOVED By Councillor Sloane, seconded by Ms. Camus, that the Order of Business be approved as presented. MOTION PUT AND PASSED

Before the presentation started, Committee Members expressed concerns that parts of their meeting should be held in Camera. Staff will seek legal opinion.

5.1 Scotia Festival of Music

- Application dated January 12, 2009

- Scoring material for the Scotia Festival of Music

Christopher Wilcox, Managing Director, Scotia Festival of Music, gave a brief history of Scotia Festival of Music. He advised the Committee that there are students from around the world participating in the program. The educational component sets it aside from other programs of this nature. The event is internationally known and thereby Halifax has become internationally known because of the Scotia Festival of Music. Their concerts, although played to small numbers, are generally sold out affairs.

Mr. Doug MacDonald entered the room at 12:53 p.m.

Discussion ensued with Mr. Wilcox responding to questions of the venues and the numbers of people that this event draws. Mr. Wilcox left a brochure with each member for the Committee.

The Committee thanked Mr. Wilcox for his presentation and informed him that they would be in touch with him with their decision by tomorrow.

Deliberations began as to whether this event should be given Hallmark status and what it should be awards.

There was mixed feelings among the Committee, some felt that there was not enough of an economic driver to warrant the status of Hallmark status, others felt that the cultural benefit far outweighed the benefits of the economic drivers and HRM should do what they can to keep this group in Halifax.

MOVED By Councillor Sloane, seconded by Ms. Sally Camus that Special Events Advisory Committee recommend:

1. **\$10,000 to the Scotia Festival of Music from MLSER (Q315) as per the staff report dated November 6, 2008; and**
2. **Amend the Civic Event Policy and Granting Framework and MLSER Business Case to include the Scotia Festival of Music as a “Hallmark Event”.**

MOTION PUT AND PASSED

4. CORRESPONDENCE, PETITIONS & DELEGATIONS

4.1 Memo from Councillor Brad Johns, SEAC, Chair, regarding various committee

considerations

Councillor Johns had asked Staff members to address the issues that have been identified by Committee members over the past year. In his memo to the Committee members, Councillor Johns outlined the issues that had been brought forward.

SEAC needs to streamline the process. The dates for Intakes for applications will be the last Friday of January and the last Friday of October.

There is the perception that if an event applies for a higher amount of money, it gives them a better advantage.

Mr. Stuart Jolliffe suggested that he did not want to review the major event strategy in pieces but want to deal with it on a macro level.

Councillor Johns suggested that the Committee felt there was merit in Staff bringing the Major Event Strategy back to the table as an entire package.

Mr. Billy Comer gave an overview of the equation process and how it should bring consistency to the process.

Mr. Mike Gillett advised the Committee that the caps placed on amounts of money awarded did not lock this committee nor Council in from awarding more money should they feel an event warranted it.

Concerns were raised that this document would be made public but Mr. Andrew Whittemore clarified that this would be an operating tool only for the Committee's use only.

Councillor Sloane suggested that Major parades go under Major events. She further suggested that there should be minor Hallmark events as well as major Hallmark events

Moved By Councillor Nichol, seconded by Mr. Smith that Special Events Advisory Committee:

- 1. Pilot The MLSE Scoring Sheet (use it for what) for the next budget period; and (dates)**
- 2. The scoring sheet to be used for an operational tool only and not to be used for public knowledge; and**

3. Move major parades up into the category of Major events.

Discussion ensued on the motion. Staff advised that this was a working document only and that they could bring it back with any revisions that the Committee wished to make.

MOTION PUT AND PASSED

Mr. Andrew Whittemore spoke to Hallmark process. Last year, it was decided that the status would remain for three years however it has now been amended that it would be reviewed every year. Basically as a result of that review one of three things could happen, reduce the funding, maintain the current funding, or increase the funding.

Staff have been asked to bring forward applications for Hallmark status. Staff do not feel that they should be bringing applications to the Committee. It should be a SEAC member that brings it forward and SEAC would say that they would hear it or it could be brought to directly to Council.

There should be triggers that could initiate a motion to remove an event from Hallmark status such as the event does not happen, the event moves away from HRM or it is no longer meets the criteria for Hallmark status. Staff have included these triggers in the process.

In response to Councillor' Sloane's question on process, Mr. Whittemore suggested that this committee should accept applications with the same process that Council uses and that is for the application to come through the Clerk's office and through the Legislative Assistant, it would be brought forward to the Committee. You would need to agree as a committee that SEAC wishes to hear the application. Staff would then contact the event organizers and make arrangements for them to present.

Another challenge that faces SEAC is the way that applications for Hallmark status goes to Council without initialling going through SEAC first. One way to overcome this would be for one of the Committee Councillors to make a motion to defer it back to the Committee for a report.

MOVED By Councillor Nichol, seconded by Mr. Stuart Jolliffe that Special Event Advisory Committee adopt the Hallmark Evaluation Criteria and the Committee make changes to the policy to bring all hallmark status applications to Special Events Advisory Committee before proceeding to Council. MOTION PUT AND PASSED

It was thought by members of the Committee and Staff that the Terms of Reference were amended earlier this year to reflect the number of Councillors that are needed to form Quorum. The Clerk's office was asked to check to see if there has been any amendments.

Ms. Camus also inquired as to her status on the Board as a member of the Cultural Advisory Committee. Again the Clerk's office has been asked to check to see the status of the members of the Cultural Advisory Committee. Councillor Johns advised it was ratified at the January 24, 2009's session of Council that *The current terms of the Cultural Advisory Committee be extended to February 28, 2009.*

Councillor Johns would like to have clarification on the status of the terms of Councillors Nichol and Lund and do we need to increase the number of councillors on the Board.

Consensus around the table was that SEAC does not need to increase the number of the members.

Discussion ensued on the role of the Mayor on a committee or Board and his part in the quorum. Staff noted that the Mayor is an *ex officio* and has the right vote on any question that may be called.

5. PRESENTATIONS:

5.1 Scotia Music Festival of Music

6. REPORTS

6.1 Clipper Ship Grant Discussion

Mr. Grant MacDonald advised the Committee that this item could be withdrawn from the agenda. Because of delays in considering their request of grant monies, this event is no longer considering HRM as a port of call. It should be noted that this is a missed opportunity for HRM.

7. ADDED ITEMS

7.1 Rainmen Decision

Mr. Jolliffe inquired how the decision was made on the Rainmen. He voiced his concern about the lack of economic drivers behind it. Councillor Sloane advised the group that the

Rainmen brought other benefits to HRM besides economic drivers.

Councillor Johns noted that the Clerk's office was going more to the action based. He felt that the minutes needed to be more of an analytical type as opposed to action based. Mr. Jolliffe ask that the minutes be kept brief but capture the necessary detail when necessary.

7.2 Blues Festival Council Referral

In response to a question by a Council member at Regional Council, the Special Events Advisory Committee will draft a report stating that the Special Events Advisory Committee remains of the opinion the Great Atlantic Blues & Beyond Festival does meet the criteria necessary for the Marketing Levy Special Events Reserve Financial support. Further, should Council still wish to fund this Festival the capacity is available to do so but it would reduce the amount that is available to others.

7.3 Greekgfest Council Referral

Deferred due to possible lack of quorum.

7.4 International Air Show Discussion

There was consensus among the Committee that the International Air Show Event that they should be made to reimburse funds that were granted.

Moved by Mr. Stuart Jolliffe, seconded by Councilor Sloane that the Special Events Advisory Committee recommends that Regional Council:

- 1. Strike the International Air Show from Hallmark status;**
- 2. Recover the money in a timely manner; and, the money recovered to be returned to the Marketing Levy Special Events Reserve.**

MOTION PUT AND PASSED

7.5 Festival and Events Grant Sub-committee

Deferred due to possible lack of quorum.

8. NOTICES OF MOTIONS

Councillor Sloane

“Take Notice that at the next regular meeting of the Special Events to be held on February 25, 2009, I intend to introduce a motion the Gay Pride Halifax be given Hallmark status.”

9. DATE OF NEXT MEETING

Approval of meeting dates

After some discussion, Staff have been asked to forward a list of meeting dates for the year on to the LA to be distributed by January 29, 2009.

Discussion further ensued around the length of the meeting. It was decided that the meeting start time should be changed from 12:00 p.m. to 12:30 to the meeting ending time change to 3:00 p.m. as 2:30 p.m. did not allow enough time to cover all the agenda items.

MOVED By Councillor Sloane, seconded by Mr. Doug MacDonald that the meeting start time be changed from 12:00 p.m. to 12:30 to the meeting ending time change to 3:00 p.m. MOTION PUT AND PASSED

10. ADJOURNMENT

The meeting was adjourned at 2:56 p.m

Barbara Coleman
Legislative Assistant