

HALIFAX REGIONAL MUNICIPALITY

**SPECIAL EVENTS ADVISORY COMMITTEE
SPECIAL MEETING MINUTES**

May 13, 2009

PRESENT: Councillor Brad Johns, Chair
Councillor Lorelei Nicoll
Mr. Douglas MacDonald, Vice-Chair
Mr. Bill Mont, Citizen Representative
Councillor Dawn Sloane
Ms. Sally Camus, Cultural Advisory Committee
Mr. Stuart Jolliffe, Destination Halifax
Mr. Joe Gillivan, Hotel Association of Nova Scotia

REGRETS: Mr. Brian Rose, Halifax Chamber of Commerce

STAFF Mr. Andrew Whittemore, Manager, Community Development
Mr. Mike Gillett, Coordinator, Civic Events & Festivals
Mr. Andrew Cox, Civic Events Coordinator
Mr. Billy Comer, Civic Events Coordinator
Mr. Grant MacDonald, Events Halifax
Ms. Chris Newson, Legislative Assistant

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1. CALL TO ORDER

The Chair called the meeting to order, without quorum present, at 12:39 p.m. in Halifax Hall, 2nd Floor City Hall, 1841 Argyle Street, Halifax.

2. APPROVAL OF MINUTES - April 8 & 9, 2009

This item was deleted from the agenda during the approval of the agenda as the minutes were unavailable.

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

Deletions: 2. Approval of Minutes - April 8th and 9th
7.1 Approval of the Minutes - February 25, 2009

Additions: 11.1 Summer Festival Grant Recommendations 2009/10
11.2 Proposed Hallmark Events and Funding Recommendations
11.2.1 Attachment 1 - HRM Special Events Reserve Criteria /
Scoring Sheet
8.3.2 Delegation - Halifax Pride 2009 - Mr. Hugo Dann

The Committee approved the order of business as amended.

4. BUSINESS ARISING OUT OF THE MINUTES - NONE

5. MOTIONS OF RECONSIDERATION - NONE

6. MOTIONS OF RECISSION - NONE

7. CONSIDERATION OF DEFERRED BUSINESS

7.1 Approval of the Minutes - February 25, 2009

This item was deleted during the approval of the agenda. See page 4.

7.2 HRM Hallmark Event Grant Renewals

This item was dealt with under 7.2.1. See page 5.

7.2.1 Major Event Hosting Strategy

- An Information Report dated November 5, 2008 containing the Major Event Hosting Strategy and report by Consultant, Cameron Hawkins & Associates, was before the Committee.

Mr. Andrew Whittemore, Manager, Community Development, advised that staff would be tabling the Major Event Hosting Strategy and Staff Report at the June 10th meeting. He noted that the Cameron Hawkins & Associates report was a great study document and was not intended as an operational guide.

Mr. Stuart Joliffe noted that he was pleased to hear that the information presented so far would be a foundation upon which to build as he has some concerns with items noted in the report such as reference to unique and recurring events as that was new information.

Mr. Whittemore explained that HRM should be focussing on developing homegrown events similar to Edinburgh, Scotland where they build their events around their unique heritage. The Cameron Hawkins & Associates report also suggested that consideration be given to events, noted in the grid on page 4 of the report, such as unique recurring events; generic recurring events; unique non-recurring events; touring non-recurring events.

Mr. Doug MacDonald entered the meeting at 12:55 p.m. Quorum was achieved at this time.

Item deferred to June 10, 2009.

8. CORRESPONDENCE, PETITIONS & DELEGATIONS

8.1 Correspondence - None

8.2 Petitions - None

8.3 Delegations

8.3.1 Special Events Grant Funding Requests - Referrals from Regional Council

(i) Councillor Adams - Canadian Senior Baseball Championship

Councillor Adams presented his request for the Committee to consider increasing the award to the 2009 Canadian Senior Baseball Championship by \$7,000.00 for a total of

\$15,000.00 due to increased infrastructure costs such as seating, busing and washroom facilities, and; due to the Event Organizers not being aware that the ceiling for the grant was as high as \$50,000 and that they could have submitted a higher amount with their original application.

The Chair thanked Councillor Adams for his comments and advised that he and the Event Organizers would be notified of the Committee's decision.

During the ensuing discussion on the requested increase, members of the Committee acknowledged that;

- Mr. Blair Blakeney, Coordinator, Parks and Capital Projects, Transportation and Public Works, advised that the event would be incurring certain costs as they have to rent some equipment and have it delivered to the site.
- HRM is contributing \$25,000 from the Parks and Capital Projects budget toward infrastructure upgrades to the dugout, bleachers, electrical upgrades etc.
- HRM Traffic Services has denied the Event Organizers the ability for on-street parking therefore parking needs have to be accommodated (possible busing from a parking area to the event).
- Staff have advised that the Event Organizers may have underestimated the cost for running the event.
- A lot of the infrastructure to be brought in will remain at the site.
- Concern with setting a precedent; the event was previously debated by the Committee and there has been no change in information.
- A total of \$32,000.00 has already been committed to the Event by HRM including the infrastructure funding.

Mr. Stuart Joliffe questioned why requests for capital infrastructure would be coming before the Special Events Advisory Committee rather than being dealt with through HRM's Parks and Recreation budgets.

Mr. Mike Gillett, Coordinator, Civic Events and Festivals, explained that the scoring of the events was based on what the value of the event would be rather than the expense side of the ledger.

Councillor Sloane entered the meeting at 1:11 p.m.

Councillor Sloane suggested that the award be increased to \$10,000 as a lot of the infrastructure being brought in for the event would remain. The Committee noted that \$25,000 in infrastructure was already being committed by HRM through the Parks and Capital Projects budget.

MOVED BY Mr. Joe Gillivan, seconded by Mr. Stuart Joliffe that the Special Events Advisory Committee not increase the previously awarded grant of \$8000 to the 2009 Canadian Senior Baseball Championship. MOTION PUT AND PASSED.

The Committee agreed to deal with Item 8.3.2 Halifax Pride 2009, at this time.

8.3.2 Halifax Pride 2009

The Chair welcomed Mr. Hugo Dann, Halifax Pride 2009, and explained the procedures for presentations.

Mr. Dann circulated copies of a pamphlet explaining Halifax Pride and a proposed budget for the event. Highlights from his presentation are as follows:

- There is a partnership with Ambassatours to bring bus tours from Charlottetown, Moncton, St. Johns and Sydney areas to “stay and play’ in Halifax. The goal is to bring people into Halifax prior to the parade.
- They will start tracking the number of hotel beds booked in relation to the event.
- He noted that the Pride Parade started in 1988 as a protest march with 75 people, some of whom had to disguise themselves with paper bags as they were government employees, and it is now the fourth largest Pride Parade in Canada. He noted that he became a volunteer in 2004 when it was a parade of twenty minutes to Sackville Landing where there was another twenty minutes of entertainment.
- The Committee is run by volunteers with an Annual General Meeting held two months after the event. The governance style is being remodelled and it may soon move to a staff role due to the size of the festival.
- Information would be provided to HRM outlining exactly how any funds awarded to them were used.
- Enlarging the parade route and inviting bands to entertain has increased the cost of the event. Business sponsorship was encouraged. \$75,000 in sponsorship was obtained and the event was moved to the Commons and then the Garrison Grounds.
- Expected funding from the Province was not received therefore there is now a deficit of \$18,000. The debt is being repaid with more being paid at the end of May following the fundraising Auction.
- He noted that with his background in the Arts (Theatre) there is hope that the event could be rebranded as a Cultural Festival that would increase the quality of what would be offered to bring in new audience. The Festival would be by the Gay Community, about the Gay Community but for everyone.
- Funding is expected from Heritage Canada, specifically for a theatre show about

- a youth from the First Nations in Northern Ontario.
- A Professional Arts Mentor will work with youth and a show will be held at FRED Gallery.

Councillor Sloane noted that the organizers work hard to make the event enjoyable for all and that they have good sponsorship with Volkswagen and are negotiating with banks for future sponsorship. She noted that although Halifax Pride had not specifically requested Hallmark status, she felt that having Hallmark status would be a be a portal for increased sponsorship and provide higher visibility encouraging corporate sponsorship.

Mr. Dann answered questions from the Committee providing the following information:

- A week's worth of activities are being planned.
- The biggest expense at this time is for the bands and if need be, they will be pared back.
- Outreach has begun with other pride centres in various regions to draw interest to the event through advertisements for wine tours etc.
- HRM would be acknowledged as a sponsor of the event if funding were provided.

The Chair thanked Mr. Dann for his presentation and advised that he would be notified of the Committee's decision.

Mr. Whittemore noted that the staff report dated April 23, 2009, circulated at this meeting as Added Item 11.2, included information on the Halifax Pride 2009 event. As per the recommendations outlined in the report, it was: **MOVED BY Councillor Sloane, seconded by Mr. Doug MacDonald that the Special Events Advisory Committee recommend that Regional Council amend the Civic Event Policy and Granting Framework to include the Halifax Pride Festival as a Hallmark Event, and award the event a \$25,000 grant through the Marketing Levy Special Events Reserve (Q315).**

The Committee requested that the motion be split and a separate vote taken.

MOVED BY Councillor Sloane, seconded by Mr. Doug MacDonald that the Special Events Advisory Committee recommend that Regional Council amend the Civic Event Policy and Granting Framework to include the Halifax Pride Festival as a Hallmark Event. MOTION PUT AND PASSED.

MOVED BY Councillor Sloane, seconded by Mr. Doug MacDonald that the Special Events Advisory Committee recommend that Regional Council award Halifax Pride 2009 a \$25,000 grant through the Marketing Levy Special Events Reserve (Q315).

During the ensuing discussion on the grant amount to be awarded, the Committee raised the following concerns:

- The event has a deficit and still owes HRM \$18,000; however, they would not be the first group to have a deficit and owe HRM.
- A clearer, more defined financial statement is required.
- The event is changing to a community event with something for all ages.
- The Pride event is a huge draw for Halifax as Halifax is known as a gay friendly place.
- Support from HRM would provide them with funding leverage.
- HRM should foster its diverse cultures including the Gay, Lesbian, Transgender, Bi-sexual (GLTB) community.
- Management of the event is as important as the event itself. A Hallmark Event should be set to a very high standard; be sustainable and meet all the criteria. Based on the information presented, sustainability was not apparent.
- The Cultural aspect has to be considered as well, not just the monetary concerns.
- Staff was encouraged to work with the Organizers to assist them in regard to the expectations of a Hallmark Event.

Mr. Andrew Whitemore advised that funding for this grant would be from the Market Levy Special Event Reserve which had a current balance of \$67,000; the \$25,000 could be accommodated.

In response to concerns from the Committee in regard to awarding \$25,000 to an event that had an outstanding deficit, Councillor Sloane suggested that the funding be awarded with \$5,000 held back for debt repayment to HRM.

Mr. Bill Mont suggested that the award be conditional upon the receipt of a balanced budget.

The motion was then amended to read as follows:

MOVED BY Councillor Sloane, seconded by Mr. Doug MacDonald that the Special Events Advisory Committee recommend that Regional Council award Halifax Pride 2009 a \$25,000 grant through the Marketing Levy Special Events Reserve (Q315) with \$5,000 to be held for debt repayment to HRM and that the award be contingent upon the submission of a balanced Operating Budget to staff and the Special Events Advisory Committee. MOTION PUT AND PASSED.

Mr. Bill Mont left the meeting at 2:29 p.m.

The Committee agreed to deal with Item 11.2 at this time.

11.2 Proposed Hallmark Events and Funding Recommendations

- A report dated April 23, 2009 was before the Committee.

Mr. Andrew Whittemore, Manager, Community Development, presented the report.

Recommendation A

This item was dealt with under Item 8.3.2 Halifax Pride 2009. See page 7.

Recommendation B

Mr. Whittemore advised that SEDMHA had withdrawn their application for this year but would like to be considered for Hallmark status next year.

MOVED BY Councillor Sloane, seconded by Ms. Sally Camus that the Special Events Advisory Committee not approve the SEDMHA International Minor Hockey Tournament as a Hallmark Event. MOTION PUT AND PASSED.

Recommendation C

MOVED BY Councillor Sloane, seconded by Councillor Nicoll that the Special Events Advisory Committee recommend that Regional Council consider establishing a new Amateur Sporting Event Program of \$25,000.00 during the 09/10 budget deliberations, and; award the SEDMHA International Minor Hockey Tournament an award subsequent to an evaluation.

Mr. Whittemore advised that the funding for the awards would not be through the Marketing Levy Special Event Reserve. Mr. Andrew Cox, Coordinator, Civic Events and Festivals, clarified that the Marketing Levy Special Event Reserve fund would still consider National and International sporting events; the proposed new Amateur Sporting Event program would be for regional events.

MOTION PUT AND PASSED.

Recommendation D

MOVED BY Councillor Sloane, seconded by Ms. Sally Camus that the Special Events

Advisory Committee recommend that Regional Council approve the Halifax Greek Fest as an Annual Event and award the event a \$3,500.00 grant through the Annual Event Grant Program (C760), subject to approval of point (a). MOTION PUT AND PASSED.

The Committee agreed to deal with Item 11.1 at this time.

11.1 Summer Festival Grant Recommendations 2009/10

- A report dated April 28, 2009 was circulated to the Committee at this time.

MOVED BY Councillor Nicoll, seconded by Mr. Doug MacDonald that the Special Events Advisory Committee recommend that Regional Council support the Summer Fest Sub-Committee recommendation to award a grant of \$25,000.00 to the Cole Harbour Harvest Festival.

Mr. Andrew Whittemore clarified that the funding would come from HRM Operating budget not the Market Levy Special Event Reserve fund.

MOTION PUT AND PASSED.

During the ensuing discussion in regard to the Summer Festival Grant being awarded, in full, to one event per year; the following motion was put forward:

MOVED BY Councillor Nicoll, seconded by Councillor Johns that the Special Events Advisory Committee request that staff prioritize the Grant Application Review Process so that the Summer Festival Grant Recommendations are given priority in order to provide ample time for the unsuccessful applicants to apply under another category such as the Festivals and Events Grant Program.

Mr. Andrew Cox noted that the Committee did have the ability to split the \$25,000 in order to provide smaller awards to more applicants.

MOTION PUT AND PASSED.

The Committee agreed to deal with Item 8.3.1 (ii) at this time.

8.1.3 (ii) Councillor Mosher - Dingle Beach Party

Councillor Mosher was not in attendance. She advised the Legislative Assistant that she was unable to obtain the information she required to present to the Committee and that she was requesting the Committee to consider awarding \$5,000.00 toward the Dingle Beach Party Event this year due to the:

- Need for extra policing at intersections for the event;
- Extra parking lots required (2 last year) with Metro Transit service between parking and event location;
- Port-a-potties including accessible washroom facilities;

Councillor Mosher advised that a final tally for the cost of last year's event has not been obtained.

Mr. Whittemore advised that Councillor Mosher was not requesting funds from the Marketing Levy Special Event Reserve Fund; she was requesting \$5,000.00 that was allocated to the event last year from the Harbour Solutions fund but was not utilized due to sponsorship being obtained for the event. Councillor Mosher is seeking the Committee's support in moving the \$5,000.00 from the Harbour Solutions to her event.

Councillor Sloane noted that due to the current Harbour Solutions crisis there would most likely not be any beach activity this year.

MOVED BY Councillor Sloane, seconded by Mr. Bill Mont that the Special Events Advisory Committee defer this matter pending clarification/specific information from Councillor Mosher in regard to her request. MOTION PUT AND PASSED.

Ms. Sally Camus left the meeting at 2:57 p.m., quorum was lost at this time.

8.3.1 (iii) Councillor Johns - Canadian Forces Halifax Rock Fest

Due to a loss of quorum at 2:57 p.m., this item was deferred to the June 10, 2009 meeting.

8.3.2 Halifax Pride 2009

This item was dealt with earlier in the meeting. See page 7.

9. REPORTS - NONE

10. MOTIONS - NONE

11. ADDED ITEMS

11.1 Summer Festival Grant Recommendations 2009/10

This item was dealt with earlier in the meeting. See page 11.

11.2 Proposed Hallmark Events and Funding Recommendations

This item was dealt with earlier in the meeting. See page 9.

11.2.1 Attachment 1 - HRM Special Events Reserve Criteria / Scoring Sheet

This item was dealt with as part of Item 11.2. See page 9.

12. NOTICES OF MOTION - NONE

13. DATE OF NEXT MEETING - June 10, 2009

14. ADJOURNMENT

The meeting adjourned at 3:00 p.m.

Chris Newson
Legislative Assistant