

HALIFAX REGIONAL MUNICIPALITY

**SPECIAL EVENTS ADVISORY COMMITTEE
SPECIAL MEETING MINUTES**

June 10, 2009

PRESENT: Councillor Brad Johns, Chair
Mr. Douglas MacDonald, Vice-Chair
Councillor Lorelei Nicoll
Councillor Dawn Sloane
Mr. Bill Mont, Citizen Representative
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. Shawnee Gregory Legislative Assistant

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1. CALL TO ORDER

The Chair called the meeting to order at 12:59 p.m. in Halifax Hall, 2nd Floor City Hall, 1841 Argyle Street, Halifax.

2. APPROVAL OF MINUTES - April 8 & 9 & May 13, 2009

Amendment:

April 8, 2009 - Item 7.2.2 - The presenter's surname was Frank Cleysen rather than Frank Bisson

MOVED BY Councillor Nicoll, seconded by Ms. Camus, that the minutes of April 8 & 9 & May 13, 2009, be approved as amended. MOTION PUT AND PASSED.

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

Agenda adopted as circulated.

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 25th, April 8th & 9th, 2009

This item was dealt with under Approval of the Minutes. Please see page 3.

7.2 Major Event Hosting Strategy

This item was dealt with later in the meeting. Please see page 6.

7.3 Special Events Grant Funding Requests

C An extract of the Halifax Regional Council minutes dated April 21, 2009, was before the Committee.

C A report dated April 15, 2009 was before the Committee.

7.3.1 Dingle Beach Party - Councillor Mosher

C A copy of the cost breakdown for the 2008 Dingle Beach Party was submitted. Councillor Mosher advised that she was in attendance on behalf of District 17, Councillor Adams and everyone who uses Dingle Park. She provided the presentation on the Dingle Beach Party. Highlights were as follows:

- C The first Dingle Beach Party took place in the summer of 2008;
- C The key event of that party was to swim in the harbour and, therefore, the main focus was on water activities;
- C There were currently no Municipal events in District 17 other than the Dingle Beach Party;
- C There were logistical issues in holding such an event including limited parking due to the park being located in the middle of a residential area;
- C HRM has mandated that Halifax Regional Police (HRP) help with parking and the closing off of streets and there is a cost associated with these services;
- C It was important to encourage community building at this regional park and historic site as part of HRM's economic scorecard;
- C It was important to show commitment to the event as last years party was called the first annual;
- C Since swimming was no longer permitted in the harbour it would be embarrassing if the event was cancelled;
- C The event would also be used to thank the fire fighters, volunteers and community members who provided help during the fire in Purcell's Cove;
- C Councillor Mosher was not permitted to use her District funds for the event.

A discussion ensued with Councillor Mosher responding to questions. The following points were noted:

- C The original funding request for this event was \$5000 and the Committee had granted \$750;
- C 500 people had attended the event in 2008;
- C Councillor Mosher was the organizer of the event and had received approximately \$3000 in complimentary donations.

The Chair thanked Councillor Mosher for her presentation.

A discussion ensued regarding Councillor Mosher's request.

It was noted that the event in 2008 had taken place as a corporate public relations piece to celebrate the harbour clean up. Staff indicated that they had believed it was a one time event.

Several Committee members were concerned that there was no insurance for the event. Staff advised that Councillor Mosher had insurance as a Councillor as she had care and control over the event.

MOVED BY Mr. Mont, seconded by Councillor Nicoll, that the Special Events Advisory Committee recommend that Halifax Regional Council increase the 2009/10 funding from the Festival and Events Grant Program (C760) in the amount of \$250.00 for a total of \$1000.00 the Dingle Beach Party, Dingle Beach. MOTION PUT AND PASSED UNANIMOUSLY.

The Chair stated, for the record, that the Committee had spent 45 minutes deliberating this matter.

7.3.2 Canadian Forces Halifax Rock Fest - Councillor Johns

Mr. Jolliffe declared a conflict of interest as he was now working with this event as the food and beverage partner.

Committee members did not object to Mr. Jolliffe staying in the meeting.

The Chair advised that the organizers of the Canadian Forces Halifax Rock Fest had granted all members of the HRM Fire Department free entry to the event. He asked the Committee if they were still comfortable in granting only \$6000 to this event even though their funding request had been for \$20,000.

Mr. Jolliffe indicated that he felt there was an attempt on behalf of the organizers to create economic stimulus with the amount of traffic coming from other areas of Atlantic Canada to attend.

Councillor Sloane entered the meeting at 2:03 p.m.

Mr. Gillivan noted that the \$6000 grant was based on the scoring system.

Councillor Sloane stated that this concert would boost the morale of troops and boost HRM in the media around the world.

MOVED BY Councillor Nicoll, seconded by Councillor Sloane, that the Special Events Advisory Committee recommend that Halifax Regional Council increase the

award to the Canadian Forces Halifax Rock Fest event from the Marketing Levy Special Events Reserve (Q315) to for a total award of 10k. MOTION PUT AND PASSED.

7.2 Major Event Hosting Strategy

C A draft of the HRM Event Strategy was submitted.

Mr. Andrew Whittemore, Manager, Community Development, advised that a consultant had been hired to deal with the undertaking of the Major Event Hosting study; noting that staff had then taken the majority of this information and crafted the strategy. He stated that the HRM Executive Management Team (EMT) was pleased with the direction suggested in the report and that he would be tabling this with Council as an information item. Mr. Whittemore also indicated that EMT had suggested that staff engage some of the major event organizers over the summer in order to obtain feedback on the strategy. He requested that Committee members also take the strategy back their respective organisations for feedback. Mr. Whittemore advised that staff would be going to Council in September of 2009 with a more final strategy.

Mr. Whittemore provided an overview of the draft HRM Event Strategy. He noted that the primary challenge in HRM involved coordination and collaboration. He advised that the next goal should involve enhancing event impact by ensuring that all events were meeting standard criteria; noting that there was a need to look at how HRM approached the recovery of municipal services. Mr. Whittemore stated that capacity building was also required in order to help those who were learning and developing an event as there were only three staff currently available to help which limited their ability. He indicated that Mr. Andrew Cox, Civic Events Coordinator, was creating a new manual for the public on how to create an event. Mr. Whittemore also advised that staff would be working on a separate new funding framework over the summer.

The Chair thanked Mr. Whittemore for the update.

8. CORRESPONDENCE, PETITIONS & DELEGATIONS

8.1 Correspondence - None

8.2 Petitions - None

8.3 Delegations - None

9. MOTIONS - NONE

10. ADDED ITEMS - NONE

11. NOTICES OF MOTION - NONE

12. DATE OF NEXT MEETING

The next meeting was scheduled for September 9, 2009.

13. ADJOURNMENT

The meeting adjourned at 2:43 p.m.

Shawnee Gregory
Legislative Assistant