

**HALIFAX REGIONAL MUNICIPALITY**

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**SPECIAL EVENTS ADVISORY COMMITTEE  
SPECIAL MEETING MINUTES**

**October 14, 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, Citizen Representative  
Mr. Stuart Jolliffe, Destination Halifax  
Mr. Brian Rose, Halifax Chamber of Commerce

REGRETS: Mr. Joe Gillivan, Hotel Association of Nova Scotia

STAFF Mr. Andrew Whittemore, Manager, Community Relations and  
Cultural Affairs, Community Development  
Mr. Mike Gillett, Coordinator, Civic Events & Festivals  
Mr. Andrew Cox, Coordinator, Civic Events & Festivals  
Mr. Billy Comer, Coordinator, Civic Events & Festivals  
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 at 12:32 p.m. in Halifax Hall, 2<sup>nd</sup> Floor City Hall, 1841 Argyle Street, Halifax.

**2. APPROVAL OF MINUTES - July 2, 2008, February 25, 2009 and June 10, 2009**

July 2, 2008:

Correction: Item 6.1 the name should be Waye Mason not Wayne Mason.

February 25, 2009:

Correction: Item 5.3 amended to read that Councillor Johns thanked "Mr. Rod McCulloch" not "Colonel Fraser".

**MOVED BY Councillor Sloane, seconded by Councillor Nicoll that the minutes of July 2, 2008 and February 25, 2009, as amended, be approved and that the minutes of June 10, 2009, as presented, be approved. MOTION PUT AND PASSED.**

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

Move: Item 9.1 to be dealt with prior to Item 8.

Addition: 11.1 Rainmen - Councillor Sloane

**MOVED BY Councillor Dawn Sloane, seconded by Mr. Doug MacDonald that the agenda, as amended, be approved. MOTION PUT AND PASSED.**

**4. BUSINESS ARISING OUT OF THE MINUTES - NONE**

**5. MOTIONS OF RECONSIDERATION - NONE**

**6. MOTIONS OF RECISSION - NONE**

**7. CONSIDERATION OF DEFERRED BUSINESS - NONE**

The Committee agreed, during the approval of the agenda, to deal with Item 9.1 at this time.

**9.1 Special Events Grant Funding Requests - Second Intake Date Ending June 26, 2009**

- A report dated August 6, 2009 was before the Committee.

Mr. Andrew Whittemore, Manager, Community Relations and Cultural Affairs, presented the report.

The Committee agreed to deal with recommendation a) of the staff report at this time and to delay comment on recommendation b) pending the Shearwater East Dartmouth Minor Hockey Association (SEDMHA) presentation.

In reference to the Cain Family and Community Summer Festival, noted on page 2 and 4 of the staff report, Councillor Sloane expressed concern that awarding grants to family named events could create animosity in the community as the perception would be that HRM was supporting/favouring one group rather than the community.

Mr. Doug MacDonald commented that the issue of family named events had been discussed previously and that the decision was to not fund family named events. Applicants were to be advised of that policy at the application stage.

Mr. Mike Gillett, Coordinator, Civic Events and Festivals, clarified that the Cain Family and Community Summer Festival was an event open to the community and HRM.

**MOVED BY Councillor Dawn Sloane, seconded by Mr. Stuart Jolliffe that the Special Events Advisory Committee recommend that Regional Council approve a 2009/2010 Festival and Events Grant from account C760 in the amount of \$700 for the Cain Family and Community Summer Festival, and; that following the 2009/2010 grant allocations, the grant policy be revised to ensure HRM not fund family named events. MOTION PUT AND PASSED.**

Mr. Stuart Jolliffe expressed concern with the amount of funding from the program allocated to the Commons for capital when funding had already been specifically allocated for Commons concerts. He noted that providing up to \$800,000 of the funds each year to the Commons was unreasonable and not the original intent of the fund.

Mr. Whittemore advised that the issue of the Commons had been addressed in the Events Strategy. He explained that the proposed funding would be used to offset deficiencies with

the Commons and that a portion of the Special Events Marketing Levy funds may be used for infrastructure to help drive some projects.

Mr. Jolliffe explained that the Special Event Marketing Levy was created with the Hotel Association of Nova Scotia being a willing partner in the strategies to change enabling legislation to do greater good. He advised that the Hotel Association of Nova Scotia does not approve of the funds being used in this manner.

In response to Councillor Sloane, Mr. Whittemore explained that there was a deficiency in the Events Strategy in regard to amateur sporting events and that a policy in regard to those events could be developed.

Mr. Doug MacDonald noted that there was an existing category for sporting events, therefore, there was nothing that had to be created.

Councillor Nicoll expressed concern with the referrals back and forth from Regional Council to the Committee as that practice may raise the group's level of expectation when they learn that an application was being considered for a second time.

Mr. Whittemore clarified that the grant process was very clear in expressing that the applicants should have no expectations until the final decision was reached.

**MOVED BY Mr. Doug MacDonald, seconded by Councillor Dawn Sloane that the Special Events Advisory Committee recommend that Regional Council approve the 2009/2010 funding amounts, as outlined in Table 1, Page 4 of the staff report dated August 6, 2009, from the Festival & Events program (C760) as outlined in the Budget Implications section of the August 6, 2009 report. MOTION PUT AND PASSED.**

The Committee agreed to deal with Item 8.3 Delegations at this time.

### **8.3 Delegations**

#### **8.3.1 SEDMA (Shearwater East Dartmouth Minor Hockey Association)**

Councillor Johns introduced the Committee members and explained the Rules of Procedure for presentations.

Mr. Bob Delahunty, Shearwater East Dartmouth Minor Hockey Association (SEDMHA), presented the following information:

- C The SEDMHA tournament weekend becomes the busiest weekend for some food service/accommodation providers. SEDMHA brings the equivalent of a large scale convention to the city during a slow time of year. Teams arrive on a Thursday and stay until Saturday or Sunday and spend time shopping and visiting the area;
- C The lure of the Atlantic Ocean has been a draw for participants;
- C The SEDMHA Operating budget consisted of: \$336,000 in revenue and \$343,000 for expenses (including ice rental and awards). Honda was the largest sponsor of the event;
- C The return for investment has resulted in SEDMHA providing funds for meeting and dressing rooms for local arenas.
- C Teams from out of province are attracted to this tournament and SEDMHA has become a recognized tournament name.

Councillor Johns thanked Mr. Delahunty for his presentation.

Mr. Delahunty responded to questions of the Committee as follows:

- C Honda was a secure sponsor for the next three years; negotiations were underway with three other sponsors.
- C Expansion plans for the tournament include increasing teams participating to 300 which would include drawing teams from outside the Atlantic area (Quebec and Alberta regions). Part of the funding would be used to help national teams travel to Nova Scotia to participate in the tournament and to promote the event. The hope is that hockey communities will make SEDMHA a regular tournament destination for consecutive years.
- C The teams stay in hotels; there is no billeting of players.
- C The tournament makes use of all rinks in HRM and has recently expanded to Fall River.

Mr. Jolliffe noted that the SEDMHA Tournament has had a profound impact on the accommodation providers during the Easter weekend; a typically slow time of year as no major events were occurring. The extended weekend would be a good reason to travel to the Halifax area and if SEDMHA were able to move permanently to that holiday weekend it would be beneficial. The difficulty SEDMHA has been facing has been the timing of the Easter weekend and the HRM seasonal rink closure dates.

Mr. Delahunty explained that there were a number of minor hockey tournaments held prior to the Easter weekend. The SEDMHA Tournament usually signalled the end of the hockey season, therefore, the organizers have had to request that the arenas keep the ice in the rinks long enough to accommodate the SEDMHA tournament. With the potential for no

other ice rentals other than the SEDMHA tournament, the costs for the tournament could increase by up to 15%.

Mr. Jolliffe commented that since most of the funds for the Special Events programs were derived from the accommodations factor, he would prefer to see the event promoted on the Easter long weekend.

In response to Councillor Johns, Mr. Delahunty explained that the difference between the SEDMHA Tournament and other minor hockey tournaments was the awards structure and the opportunity to play against more teams, especially those teams from outside the region. The number of teams that participate in SEDMHA has provided an opportunity for the participants to play against teams different from those they had played against all year.

Councillor Johns thanked the presenters.

The Committee agreed to deal with Item 8.3.2 at this time and to continue deliberation on the SEDMHA matter under Item 9.1.

### **8.3.2 Christkindlmarket**

Councillor Johns introduced the Committee and explained the Rules of Procedure for presentations.

Ms. Bea MacGregor, representative for the Christkindlmarket event, presented the following information:

- C The goal was for Christkindlmarket to become the pre-Christmas market in the maritimes by building on existing German products currently offered at Alderney Landing.
- C The date for the event would be from November 26, 2009 to December 20, 2009 (11:00 a.m. to 8:00 p.m.).
- C Regular vendors at Alderney Landing would fit into the Christkindlmarket, such as Out of the Box Chocolates, Two If By Sea Bakery and Sweet William German Sausage.
- C New vendors/events would include: The Nutcracker (dance), Gingerbread Hauss Bakery, Bremen Town Musicians (free Brothers Grimm marionette show), a Hansel and Gretel corner, and a Christmas dinner theatre (My Little Home Town Elf).
- C Discussions were underway with the Nova Scotia Liquor Commission to have wine and specialty drinks served outside Alderney Landing during the event.
- C Strategic Marketing initiatives include:



- C working with German societies throughout the New England states (USA) by providing information packages to lure people to the event.
  - C hosting social media releases to the international market place.
  - C marketing to the 167 German-Canadian Social Clubs as well as maritime residents at local events and through the local commercial, print and TV media such as Breakfast Television and C-100 who will provide \$11,000 worth of promotion.
  - C Lunenburg, NS and other areas of German settlers/heritage will be contacted.
- C Approximately 500 local hotel room nights would be booked as a result of this event.

Councillor Johns thanked Ms. MacGregor for her presentation.

During the ensuing discussion on the Christkindlmarket request, the Committee raised the following comments/concerns:

- C the event would be by the Board of Alderney Landing and Alderney Landing already receives support from HRM.
- C the event was trying to build itself; providing funding now may give organizers the false impression that they would automatically receive funding next year.
- C the event is a great idea but not one the Special Events Advisory Committee should fund at this time. It would be preferable to see how the event progresses prior to awarding funding.

Mr. Andrew Whittemore advised that staff scored the event a 44.5 out of 100. Since the event scored below the required 50 points, staff were recommending zero funding.

**MOVED BY Councillor Dawn Sloane, seconded by Mr. Stuart Jolliffe that the Special Events Advisory Committee uphold the staff recommendation that the Christkindlmarket receive zero funding this year. MOTION PUT AND PASSED.**

The Committee returned to Item 9.1 to complete their discussion on recommendation b) in conjunction with deliberation on Item 8.3.1 SEDMHA.

### **9.1 Special Events Grant Funding Requests - Second Intake Date Ending June 26, 2009**

The Committee continued discussion on recommendation b) of the staff report dated August 6, 2009.

Councillor Sloane inquired whether it would be possible for HRM to keep the rinks open until the Easter long weekend and permanently maintain that time frame for the SEDMHA tournament. HRM could contribute by extending the rink closure dates rather than providing cash funding.

Mr. Doug MacDonald expressed concern that the cost to provide those 19 rinks could be more than the requested funding currently before the Committee.

Mr. Paul Forrest, Civic Events, noted that the SEDMHA Tournament was the largest minor hockey tournament east of Montreal with the most teams participating and higher prize money awarded.

Mr. Jolliffe commented that, from an accommodations point of view, the SEDMHA Tournament had the ability to drive a huge economic impact for an otherwise slow long weekend. He noted that no hotel rooms were available during the tournament. If the event could be permanently relegated to the Easter long weekend, it would make a significant difference to the bottom line of everyone in the tourism industry. Although the event does not fit Hallmark status, it would be beneficial to HRM to consider assisting with rink time during the Easter weekend.

Mr. Grant MacDonald, Events Halifax, noted that if there were to be one Hallmark sporting event, the SEDMHA Tournament would be the one. The economic impact projections presented were provided through the Canadian Sport Tourism Association and were specific to HRM. He suggested that a condition of support could be the requirement for an economic impact assessment survey (direct data collection).

**MOVED by Mr. Stuart Jolliffe, seconded by Councillor Sloane that the Special Events Advisory Committee defer decision on the SEDMHA matter pending a staff report outlining a cost benefit analysis of extending ice surface availability throughout HRM into the Easter holiday weekend to accommodate the annual SEDMHA tournament.**

The Committee requested that SEDMHA Tournament organizers also be requested to comment on the proposal.

**MOTION PUT AND PASSED.**

**8. CORRESPONDENCE, PETITIONS & DELEGATIONS**

**8.1 Correspondence - None**

## **8.2 Petitions - None**

## **8.3 Delegations**

This item was dealt with earlier in the meeting. See page 5.

### **8.3.3 Draft Event Strategy Stakeholder Input**

- C A copy of the PowerPoint presentation was circulated to the Committee.
- C An Information Report dated October 7, 2009 was before the Committee.

Mr. Paul Forrest, Civic Events, presented the report. He advised that the strategy had been completely revised following the stakeholder input and that the final draft would go forward to Regional Council in November.

Councillor Johns requested that the final draft be forwarded to the Special Events Advisory Committee for comment and opportunity to provide their recommendations.

Mr. Doug MacDonald concurred that if the strategy were to be a tool used by the Committee, the Committee should provide comment on, or at least review, the final draft.

Mr. Grant MacDonald, Events Halifax, commented that the Trade Centre Limited actively participated in the process. He advised that the province of Nova Scotia and the Atlantic Canada Opportunities Agency (ACOA) have agreed to move forward with a major event strategy and have invited HRM to participate. There has been no formal response from HRM at this point.

### **8.3.4 Draft Events Manual**

- C A copy of the draft Events Manual was before the Committee.

The draft manual was before the Committee for information purposes.

## **9. REPORTS**

### **9.1 Special Events Grant Funding Requests - Second Intake Date Ending June 26, 2009**

This item was dealt with earlier in the meeting. See page 4.

## **10. MOTIONS - NONE**

**11. ADDED ITEMS**

**11.1 Rainmen**

Due to time constraints this item was deferred to the November 18<sup>th</sup> meeting.

**12. NOTICES OF MOTION - NONE**

**13. DATE OF NEXT MEETING - November 18, 2009.**

**14. ADJOURNMENT**

The meeting adjourned at 2:24 p.m.

Chris Newson  
Legislative Assistant