

HALIFAX REGIONAL MUNICIPALITY

SPECIAL EVENTS ADVISORY COMMITTEE Minutes

November 18, 2009

PRESENT: Deputy Mayor Brad Johns, Chair
Mr. Douglas MacDonald, Vice-Chair
Councillor Dawn Sloane
Mr. Bill Mont, Citizen Representative
Mr. Stuart Jolliffe, Destination Halifax
Mr. Brian Rose, Halifax Chamber of Commerce
Mr. Joe Gillivan, Hotel Association of Nova Scotia

REGRETS: Councillor Lorelei Nicoll
Ms. Sally Camus, Citizen Representative
Mr. Jeff Ransome, Hotel

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. Grant MacDonald, Events Halifax
Ms. Sherryll Murphy, Deputy Clerk
Ms. Krista Tidgwell, Legislative Assistant

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1. CALL TO ORDER

The Chair called the meeting to order at 1:36 p.m. in Halifax Hall, 2nd Floor City Hall, 1841 Argyle Street, Halifax.

2. APPROVAL OF MINUTES - October 14, 2009

The Chair advised the Committee did not have quorum and therefore the minutes could not be approved.

3. MAJOR HOSTING EVENT STRATEGY WORKSHOP

3.1 Workshop Itinerary

- A copy of the Workshop Itinerary was before the Committee.
- A copy of the Civic Events Strategy, dated November 18, 2009 was circulated to the Committee.
- A copy of the presentation was circulated to the Committee.

Staff provided an overview of the agenda and requested that questions regarding the presentation be left to the end. The objective of the workshop is to review what areas, if any, have common themes immersing.

Mr. Paul Forrest, Natal Day Coordinator, Civic Events & Festivities, delivered the presentation to the Committee.

Mr. Philip Hammond, Community Developer, Cultural Affairs & Community Development asked that the Committee divide up into two groups and respond to the following:

- Share your individual impressions of the strategy. As a group, agree on three key ideas that stood out.
- As a group discuss and identify on a scale of one (1) to five (5) the degree of agreement with the Civic Events Strategy. Provide your group's input.

The Committee broke off into groups and commenced with the workshop at 2:01 p.m. The Committee reconvened at 3:09 p.m.

The Committee commented on what they liked about the Strategy as well as areas for improvement. A summary highlighting aspects liked about the Strategy includes:

- role clarity

- providing a better framework for funding areas
- emphasizing the importance and value of events
- it's forward thinking, strategic, and developmental
- it provides for coordination, forging partnerships and sharing of information
- providing an integration of culture and arts
- providing for evaluation, benchmarks, and legacies
- working towards the sustainability of the industry

A summary of the highlights of what the Committee felt could be improved about the strategy includes:

- shorter document with clearer wording
- addressing additional sub committees, special interests, and volunteer recruitment
- providing more detail on things such as the implementation of the strategy, and funding sources
- providing clarity on hallmark events, amateur sporting events, underwriting municipal services, and seed funding
- providing more stakeholder consultation and building consensus in the community
- concern about increasing bureaucracy
- more study on the economic impact of events

The Committee then rated their degree of agreement with the strategy. The scores ranged from a low of 2 to a high of 4. The average score of the group was 3.6 which indicated sound support of the strategy's direction. Highlights of the rational for the ratings included:

- The concept is good , its on the right road, the timing is right, people are looking for leadership, and it builds on the local foundation
- Needs more detail, needs to be a complete package, needs stakeholder involvement, and needs to address future costs

4. DATE OF NEXT MEETING - December 9, 2009

The Committee requested the Clerk check on the status of vacancies.

5. ADJOURNMENT

The meeting adjourned at 3:58 p.m.

Krista Tidgwell
Legislative Assistant

Information Items

1. Special Events Advisory Committee Report to Regional Council dated, October 19, 2009.
2. Membership Update