

Halifax Regional Municipality

SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES

April 14, 2010

PRESENT: Deputy Mayor Brad Johns, Chair
Mr. Douglas MacDonald, Member at Large & Vice-Chair
Councillor Dawn Sloane
Councillor Lorelei Nicoll
Mr. Bill Mont, Member at Large
Mr. Stuart Jolliffe, Destination Halifax
Mr. Jeff Ransome, Hotel Association of Nova Scotia
Mr. Timothy Rissesco, Member at Large
Mr. Brian Rose, Halifax Chamber of Commerce

REGRETS: Ms. Sally Camus, Member at Large

STAFF: Mr. Andrew Whittemore, Manager, Community Development
Mr. Andrew Cox, Coordinator, Civic Events
Mr. Mike Gillett, Coordinator, Civic Events
Mr. Billy Comer, Coordinator, Civic Events
Ms. Chris Newson, Legislative Assistant

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1. CALL TO ORDER

Deputy Mayor Brad Johns, Chair, called the meeting to order at 12:35 p.m. in the Media Room, 1st Floor City Hall, Halifax.

2. APPROVAL OF MINUTES - March 24, 2010

MOVED BY Mr. Stuart Jolliffe, seconded by Mr. Bill Mont that the minutes of March 24, 2010, as presented, be approved. MOTION PUT AND PASSED.

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

Move: Item 8.3.1 to be dealt with immediately following the approval of the agenda.

MOVED BY Mr. Doug MacDonald, seconded by Mr. Timothy Rissesco that the agenda, as amended, be approved. MOTION PUT AND PASSED.

The Committee dealt with Item 8.3.1 at this time.

8.3.1 SHRINERS

Deputy Mayor Johns, Chair, welcomed Mr. John Philips, Noble and Deputy Director General Northeast Shrine Association 2010 Committee, and Mr. Shane Buchan, Current Potentate of the Philae Shriners and President of the Northeast Shrine Association, then explained the procedures for presentations.

Highlights of Mr. Philips' presentation are as follows:

- the request for \$12,500 is to offset the cost of Halifax Regional Police services during the Shriners Street Parade on Saturday, September 18, 2010 in downtown Halifax
- the Shriners have a very strong charitable component that provides funding for free medical care for children at their twenty-two (22) hospitals throughout North America
- Shriners currently provide free transportation and living expenses for 245 children and their families throughout Nova Scotia and Prince Edward

- Island when they travel to one of the twenty-two hospitals in order to raise money required for treatment and care, Shriners advertise during their parade

Councillor Nicoll entered the meeting at 12:40 p.m.

- 654 hotel rooms are expected to be booked for the 2010 National Shriners Conference that will include the parade event
- a total revenue to the City of \$1,013,000 is anticipated from the 1000+ Shriners, and families, who will be in town for the weekend, 95% of whom will be from out of town
- marketing for the event includes such partners as Destination Halifax, Tourism Nova Scotia, Tourism Prince Edward Island, local Business Associations, coverage by local media including Breakfast Television, posters in store windows and websites etc.
- the Shriners are professional parade performers and have their own strict guidelines such as not throwing items from the parade, no children will be in parade, no alcohol or smoking, only Shriners permitted to participate
- the event is well insured
- many events are planned throughout the weekend and will be free to the public
- the parade is for the enjoyment of everyone, especially children, and will be forty-five minutes to one hour in duration
- the parade route was outlined as commencing at Cornwallis and Upper Water Street ending at Sackville and South Park Street
- this type of parade only occurs once every fifteen (15) years.

Councillor Sloane entered the meeting at 12:46 p.m.

In response to concerns raised by the Committee, Mr. Philips advised that no animals would be in the parade.

Deputy Mayor Johns thanked the presenters and advised that they would be informed of the Committee's decision following the meeting.

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 HRM Hallmark Event Grant Renewals

- A report dated February 3, 2010, previously circulated, was before the Committee

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

Mr. Jolliffe requested that Recommendations 1 and 2 be split and a separate vote taken for each.

Recommendation 1:

MOVED BY Mr. Stuart Jolliffe, seconded by Councillor Dawn Sloane that the Special Events Advisory Committee recommend that Halifax Regional Council approve grants from the 2010/11 Marketing Levy Special Events Reserve (Q315) for a total of \$330,000:

- a) \$90,000 to the Royal Nova Scotia International Tattoo;**
- b) \$50,000 to the Blue Nose International Marathon;**
- c) \$50,000 to the Halifax International Busker Festival;**
- d) \$40,000 to the Atlantic Jazz Festival;**
- e) \$40,000 to the Atlantic Film Festival;**
- f) \$25,000 to the Halifax Pride Festival (\$5,000 withheld for debt repayment);**
- g) \$15,000 to the Shearwater East Dartmouth Minor Hockey Association (SEDMHA) International Hockey Tournament;**
- h) \$10,000 to the Pop Explosion; and**
- i) \$10,000 to the Scotia Festival of Music**

Mr. Timothy Rissesco suggested that those organizations submitting annual requests for funding, and increasing the amount of their request each time, could work their way into not requiring an annual grant, and; that once the event reached a certain size it be placed at the end of the list in order to provide funding opportunity for other groups.

Mr. Whittemore explained that the new granting framework, to be presented to the Committee at a later date, would include a sunset clause for events that were no longer relevant, however; the document could also include wording indicating that the event was now big enough (self-sustaining) to no longer require a grant.

MOVED BY Councillor Sloane that the Halifax International Busker Festival proposed grant of \$50,000 be decreased by \$10,000 to \$40,000 and that the Pop Explosion proposed grant be increased by \$10,000 from \$10,000 to \$20,000.

Councillor Sloane expressed concern that the Busker Festival had become more disruptive than entertaining due to insufficient clean-up following the event, and; vendors from out of province who were selling low grade goods.

Having no seconder, the **MOTION WAS LOST.**

A vote was then taken on the main motion as follows:

MOVED BY Mr. Stuart Jolliffe, seconded by Councillor Dawn Sloane that the Special Events Advisory Committee recommend that Halifax Regional Council approve grants from the 2010/11 Marketing Levy Special Events Reserve (Q315) for a total of \$330,000:

- a) \$90,000 to the Royal Nova Scotia International Tattoo;
- b) \$50,000 to the Blue Nose International Marathon;
- c) \$50,000 to the Halifax International Busker Festival;
- d) \$40,000 to the Atlantic Jazz Festival;
- e) \$40,000 to the Atlantic Film Festival;
- f) \$25,000 to the Halifax Pride Festival (\$5,000 withheld for debt repayment);
- g) \$15,000 to the Shearwater East Dartmouth Minor Hockey Association (SEDMHA) International Hockey Tournament;
- h) \$10,000 to the Pop Explosion; and
- i) \$10,000 to the Scotia Festival of Music

MOTION PUT AND PASSED.

Recommendation 2:

MOVED BY Mr. Stuart Jolliffe, seconded by Councillor Dawn Sloane that the Special Events Advisory Committee recommend that Regional Council approve the proposed improvements to the Hallmark Events Operating Guidelines contained within Attachment 1 of the staff report dated February 3, 2010.

Mr. Whittemore, referencing the Compliance Dates section of Attachment 1, page 13 of the staff report dated February 3, 2010, explained that due to the difficulty staff have had in obtaining final Year End (event evaluation) Reports from some of the Hallmark Event Organizers, staff are proposing a penalty for those groups with outstanding Year End Reports.

Mr. Andrew Cox, Coordinator Civic Events, clarified that if the Hallmark Event were to occur in November or December of that respective year they would not make the December 1st deadline, therefore, staff would accommodate those situations as the proposal was intended to deal with the majority of the Hallmark Events which occur between June and September.

During the ensuing discussion on the Compliance Dates section, and without a vote on the main motion, the following motions were made:

MOVED BY Mr. Stuart Jolliffe, seconded by Councillor Lorelei Nicoll that the Special Events Advisory Committee recommend that the Compliance Dates section, Attachment 1 of the staff report dated February 3, 2010, be amended to reflect that the remaining 20% of funding not be paid out until the Hallmark Event's final Year End Report was submitted to HRM staff. MOTION PUT AND PASSED.

MOVED BY Mr. Jeff Ransome, seconded by Mr. Doug MacDonald that the Special Events Advisory Committee recommend that the Compliance Dates section, as outlined in Attachment 1 of the staff report dated February 3, 2010, be amended to reflect a deadline for the submission of the final Year End Report of 120 days post event, or; a date as negotiated with HRM staff. MOTION PUT AND PASSED.

MOVED BY Mr. Doug MacDonald, seconded by Mr. Timothy Rissesco that the Special Events Advisory Committee recommend that any Hallmark Event in a situation of non-compliance beyond the date negotiated with HRM staff be recommended for removal of Hallmark Status.

Mr. Whittemore advised that the Hallmark Event organizers would be notified of their non-compliance status by HRM Staff and provided an opportunity to comply. Staff would only recommend removal of Hallmark Event status after all options had been exhausted.

MOTION PUT AND PASSED.

Discussion ensued on the main motion which now reads as follows:

MOVED BY Mr. Stuart Jolliffe, seconded by Councillor Dawn Sloane that the Special Events Advisory Committee recommend that Regional Council approve the proposed improvements to the Hallmark Events Operating Guidelines contained within Attachment 1 of the staff report dated February 3, 2010 with the following amendments to the Compliance Dates section:

- 1. that the remaining 20% of funding not be paid out until the Hallmark Event's final Year End Report was submitted to HRM staff.**
- 2. reflect a deadline for the submission of the final Year End Report of 120 days post event, or; a date as negotiated with HRM staff.**
- 3. that any Hallmark Event in a situation of non-compliance beyond the date negotiated with HRM staff be recommended for removal of Hallmark Status.**

Without a vote on the main motion, discussion ensued on requiring Hallmark Events to recognize all contributors/sponsors of the events by utilizing both the HRM and Hotel Association of Nova Scotia logos as well as providing recognition to Destination Halifax for their marketing/tourism assistance as the grant funding awarded to Hallmark Events was raised through the marketing levy.

MOVED BY Mr. Stuart Jolliffe, seconded by Councillor Dawn Sloane that the Special Events Advisory Committee recommend that HRM Special Events Staff encourage Hallmark Event organizers to contact the Hotel Association of Nova Scotia in regard to providing their logo for branding purposes for all events receiving funding from the marketing levy reserve, and; that the end consumer be provided with clear information and direction in regard to whom to contact in regard to putting on an event in HRM.

Mr. Jolliffe suggested that a contact list be provided to Hallmark Event applicants advising that they should contact: Destination Halifax in regard to marketing for their event; the Hotel Association of Nova Scotia in regard to room bookings; and HRM in

regard to funding opportunities and that the funding arm not be confused with the marketing arm.

MOTION PUT AND PASSED.

Discussion ensued on the main motion as amended which reads as follows:

MOVED BY Mr. Stuart Jolliffe, seconded by Councillor Dawn Sloane that the Special Events Advisory Committee recommend that Regional Council approve the proposed improvements to the Hallmark Events Operating Guidelines contained within Attachment 1 of the staff report dated February 3, 2010 with the following amendments to the Compliance Dates section:

- 1. that the remaining 20% of funding not be paid out until the Hallmark Event's final Year End Report was submitted to HRM staff.**
- 2. reflect a deadline for the submission of the final Year End Report of 120 days post event, or; a date as negotiated with HRM staff.**
- 3. that any Hallmark Event in a situation of non-compliance beyond the date negotiated with HRM staff be recommended for removal of Hallmark Status.**
- 4. that HRM Special Events Staff encourage Hallmark Event organizers to contact the Hotel Association of Nova Scotia in regard to providing their logo for branding purposes for all events receiving funding from the marketing levy reserve, and; that the end consumer be provided with clear information and direction in regard to whom to contact in regard to putting on an event in HRM.**

MOTION PUT AND PASSED.

7.2 Special Events Grant Funding Request

- A report dated March 4, 2010 was before the Committee

Mr. Andrew Whittemore, Manager, Community Development, presented the report. He noted that staff were recommending Non Qualifying status for those events outlined on pages 5 and 6 of the report dated March 4, 2010. Review and consideration of the applications is done by HRM Staff and the Special Events Advisory Committee. The evaluation of the applications is based on the value the event brings to HRM as well as

the event's past performance.

The Committee reviewed each Non Qualifying recommendation separately during the ensuing discussion.

Nova Scotia International Air Show

The Committee expressed the following concerns/comments during the ensuing

discussion on the Nova Scotia International Air Show:

- has the Nova Scotia International Air Show been honouring their debt repayment to HRM
- what is the balance outstanding of that debt
- if the event is not able to attract sponsors from the airplane and affiliate industries to help support the event and pay off the debt, perhaps there should be no further funding provided
- revise the repayment schedule to make it more aggressive as the HRM funds provided were used to help move the event to Yarmouth and the purpose of the funding is to help promote HRM
- the future of the event is uncertain as the organizers spoke of possibly moving the event to New Brunswick or Prince Edward Island and could not commit to the event remaining in HRM, therefore; they could not commit to promoting HRM which is the purpose of the funding
- does the Canadian Military support the event and/or provide funding
- communicate to the organizers that the funding request has been denied due to them not using HRM as a homebase as well as the issue of the outstanding debt.

Mr. Mike Gillett, Coordinator, Civic Events, advised that an agreement had been reached for a repayment of the debt over five years. Payments have been made but not always on time. More detail can be requested from the HRM Finance Services department. He also noted that the organizers show government funding support as \$50,000 with Department of National Defence funding of \$0 for 2010, however; they consider that the Federal government supports them "in kind".

Mr. Whittemore clarified that the event could be considered for future funding with the submission of future applications. Refusal of this application would be based on the current application under review and would not be a permanent refusal.

MOVED BY Mr. Stuart Jolliffe, seconded by Mr. Jeff Ransome that the Special Events Advisory Committee defer decision on the Nova Scotia International Air Show request for funding pending appropriate fiscal information that would confirm:

- 1. whether or not the event was delinquent in its debt repayment schedule**
- 2. what are the terms of the debt repayment**
- 3. how is HRM treating the debt; is it a receivable that has already been written off**
- 4. if the debt is being repaid, where is that money being deposited as it does not appear to be returning to the same account**

Mr. Whittemore advised that a recent amendment, approved by Regional Council, now provides the ability for the fund to recollect which was not previously possible.

MOTION PUT AND PASSED.

Premier Basketball All Star Weekend

Mr. Gillett noted that another reason for recommending Non Qualifying status and declining an application would be for low scores, under 50/100, on the Criteria Scoresheet. Considering that the Premier Basketball All Star Weekend event scored 47.25/100, staff are recommending that the application not be advanced.

During a review of the Criteria Scoresheet for the Premier Basketball All Star Weekend, the Committee raised the following comments/concerns:

- the score given for the Free or Low Cost/Gated vs. Non Gated section should be increased as free tickets are being distributed as well as free workshops and a free day camp offered
- the market value of the event is almost \$0 as they are giving away almost all of their tickets which would make them a free event
- the social capital of this event is of more importance than the market value
- the long term tourism/economic benefits of having a professional sports team based in HRM has to be considered

MOVED BY Councillor Sloane, seconded by Mr. Jeff Ransome that the score for

the Free or Low Cost/Gated vs. Non Gated section of the Criteria Scoresheet be increased from 5 to 10 as free tickets will be distributed as well as free workshops and a free day camp offered. MOTION PUT AND PASSED.

Discussion ensued on the scoresheet for this event with the following comments/concerns being raised:

- the score for Financial Support should be increased from 3.75 to 4.5 as the event is being promoted as a Halifax Rainmen event
- there will be a team from Puerto Rico which means international branding/promotion of Halifax
- the event will raise HRM's profile

MOVED BY Councillor Dawn Sloane, seconded by Mr. Jeff Ransome that the Special Events Advisory committee recommend that the Financial Support section of the Criteria Scoresheet be increased from 3.75 to 4.5. MOTION PUT AND PASSED.

Mr. Gillet noted that the higher an event scored, the higher the funding category would be, therefore; the Premier Basketball All Star Weekend event, with the proposed amendments to the scoresheet, now qualified for the next level of funding.

MOVED BY Councillor Dawn Sloane, seconded by Mr. Stuart Jolliffe that the Special Events Advisory Committee recommend that Halifax Regional Council award a grant of \$50,000 to the Premier Basketball All Star Weekend event.

During the ensuing discussion on the motion, the following comments/concerns were raised:

- in comparison to the other events, such as the Basketball Championships, the proposed \$50,000 grant should be amended to \$25,000
- when considering the "Rainmen" the entire season has to be considered rather than just the one time event
- the organizer has been branding HRM (Halifax) for over three years and has only received funding once
- there is a culture of basketball in HRM and funding this event will reassure the fans that HRM is supporting the Rainmen as they reach out to youth at risk
- the \$25,000 grant proposal is more reasonable considering the organizers are planning to give away 50% of their tickets for free

- the Halifax Rainmen, specifically the event organizer, have great interaction with the community, in particular the youth, and promote an aspiration for wellness, health and basketball
- the \$125,000 request is a bit high but going as low as \$25,000 is quite a jump that may hinder the event in going forward
- concern was expressed with supporting private business/sport as the money is being given to a charity but it is for a sport group

Mr. Andrew Cox noted that HRM had provided funding to the Memorial Cup event which was a Semi-pro Hockey event.

- the purpose of the fund is the long-term economic benefit of filling hotel rooms and driving the economy; having a professional (sport) team in Halifax would be beneficial to the economy.

A vote was then taken on the motion as follows:

MOVED BY Councillor Dawn Sloane, seconded by Mr. Stuart Jolliffe that the Special Events Advisory Committee recommend that Halifax Regional Council award a grant of \$50,000 to the Premier Basketball All Star Weekend event. MOTION PUT AND PASSED.

Royal Visit - Nova Scotia International Tattoo

MOVED BY Mr. Stuart Jolliffe, seconded by Councillor Dawn Sloane that the Special Events Advisory Committee recommend declining the application for a \$100,000 grant for the Royal Visit - Nova Scotia International Tattoo as the event is a profit making event.

Mr. Jolliffe noted that the presenter advised that the event would make money whether or not the Royal Visitor was in attendance.

MOTION PUT AND PASSED.

The Committee then reviewed Table 2, page 6 of the report, outlining the Qualified Events under consideration for Marketing Levy Special Event Reserve funding.

Sporting Events

J24 Canadian National Championship Sailing

MOVED BY Mr. Stuart Jolliffe, seconded by Mr. Jeff Ransome that the Special Events Advisory Committee recommend approval of the proposed \$4,000 award for the J24 Canadian National Championship Sailing event. MOTION PUT AND PASSED.

CIS Men's Basketball Championship

MOVED BY Councillor Dawn Sloane, seconded by Mr. Jeff Ransome that the Special Events Advisory Committee recommend approval of the proposed \$40,000 award for the CIS Men's Basketball Championship event. MOTION PUT AND PASSED.

Canadian Lawn Bowling Championships

MOVED BY Councillor Dawn Sloane, seconded by Mr. Jeff Ransome that the Special Events Advisory Committee recommend approval of the proposed \$2,000 award for the Canadian Lawn Bowling Championships event. MOTION PUT AND PASSED.

Canadian FITA Archery Championships

MOVED BY Mr. Stuart Jolliffe, seconded by Mr. Jeff Ransome that the Special Events Advisory committee recommend approval of the proposed \$1,500 award for the Canadian FITA Archery Championships event. MOTION PUT AND PASSED.

Canadian Field Archery

MOVED BY Councillor Dawn Sloane, seconded by Mr. Bill Mont that the Special Events Advisory Committee recommend approval of the proposed \$4,000 award for the Canadian Field Archery event. MOTION PUT AND PASSED.

Baseball Championships - 2010 Senior Mens

MOVED BY Mr. Stuart Jolliffe, seconded by Mr. Doug MacDonald that the Special

Events Advisory Committee recommend approval of the proposed \$12,500 award for the Baseball Championships - 2010 Senior Mens event.

During the ensuing discussion on the motion, the following comments and concerns were raised:

- would the event be successful with only \$12,5000 in funding provided
- the local organizers did such a great job the last time they hosted that they were asked to host the 2010 event

Without a vote being taken on the motion on the floor, the following motion was placed: **MOVED BY Mr. Timothy Rissesco, seconded by Councillor Dawn Sloane that the Special Events Advisory Committee recommend an increase in funding to the Baseball Championships - 2010 Senior Mens award from \$12,500 to \$15,000. MOTION PUT AND PASSED.**

Tourism Events

Halifax Waterfront Winterfest

MOVED BY Councillor Sloane, seconded by Mr. Timothy Rissesco that the Special Events Advisory Committee recommend approval of the proposed \$4,000 award for the Halifax Waterfront Winterfest event.

Mr. Gillett clarified that the event organizers did not present to the Special Events Advisory Committee as applicants are not required to give a presentation for amounts under \$25,000; this group had requested \$15,000. He noted that e-mails received post event were favourable.

MOTION PUT AND PASSED.

Shriners Parade

MOVED BY Mr. Doug MacDonald, seconded by Councillor Dawn Sloane that the Special Events Advisory Committee recommend approval of proposed \$12,000 award to the Shriners Parade event.

In response to a question of clarification from Mr. Ransome, Mr. Gillett advised that the Criteria Scoresheet for this event should have a 2/5 for Financial Support rather than

the 1.75/5 showing.

MOTION PUT AND PASSED.

Membertou 400 Pow Wow 2010 Event

This item was dealt with later in the meeting. See page 20.

New Year's Eve Event

MOVED BY Mr. Timothy Rissesco, seconded by Mr. Doug MacDonald that the Special Events Advisory Committee recommend approval of the proposed \$30,000 award.

Without a vote being taken on the motion on the floor, it was **MOVED BY Councillor Sloane, seconded by Mr. Doug MacDonald that the proposed award for the New Year's Eve event be increased by \$10,000 for a total award of \$40,000.**

Councillor Sloane explained that Halifax New Year's Eve event takes centre stage across Canada on New Year's Eve and is seen by many viewers on satellite. Halifax is the kick-off point for New Year's Eve and the funding would help to obtain the next level of talent which is needed.

Mr. MacDonald noted that he was in support of \$30,000 - \$40,000 in funding as the New Year's Eve event has played a major role in the community.

The following comments/concerns were raised by the Committee during the ensuing discussion:

- historically, the event has received funding from HRM but has not received funding from the Special Events reserve
- HRM's current contribution/support will remain with the proposed award being in addition to that support
- the request for \$30,000 in funding was to enable the organizers to approach the next level of talent to assist in maintaining and growing the greater television audience and live audience at the Grande Parade
- in regard to an increase in live audience attendance, the Grande Parade area has a finite capacity
- the increase of \$10,000 to \$40,000 would help obtain even better talent

- the Committee was reminded of the added benefit of the ad campaigns inside the broadcast and the potential to have an ad campaign during the broadcast for the Hotel Association of Nova Scotia promoting Halifax as a Conference/Convention destination
- the presentation given to the Committee was based on the CTV; it was suggested that other media such as CBC/Global be approached to broadcast the event with lower production costs.

Mr. Andrew Cox, Coordinator, Civic Events, advised that other commercial stations have not shown any interest in broadcasting the local show.

A vote was then taken on the amended motion as follows: **MOVED BY Councillor Sloane, seconded by Mr. Doug MacDonald that the Special Events Advisory Committee recommend approval of a \$10,000 increase to the proposed \$30,000 award for the New Year's Eve event, and; recommend approval of a total award of \$40,000 for the New Year's Eve event. MOTION PUT AND PASSED.**

Manifesto East

MOVED BY Councillor Dawn Sloane, seconded by Mr. Jeff Ransome that the Special Events Advisory Committee recommend approval of the proposed \$26,000 award for the Manifesto East event.

Without a vote on the motion on the floor, it was **MOVED BY Mr. Jolliffe that the award be decreased to \$15,000 or \$20,000.**

During the ensuing discussion on the proposed reduction in the award, the Committee reviewed the Criteria Scoresheet for this event.

Without a vote being taken on the motion on the floor, it was **MOVED BY Mr. Stuart Jolliffe, seconded by Mr. Doug MacDonald that the National or International section of the Criteria Scoresheet section be reduced to 10 from 15 as the event was not expected to draw international attendees. MOTION PUT AND PASSED.**

Without a vote on the main motion, it was **MOVED BY Mr. Stuart Jolliffe, seconded by Mr. Jeff Ransome that the Attendance Section of the Criteria Scoresheet be decreased to 9 from 12 as the expected draw would be an audience of approximately 25,000 to 50,000 rather than 50,000 to 250,000. MOTION PUT AND**

PASSED.

Mr. Whittemore confirmed that the Financial Support section of the Criteria Scoresheet should be marked out of 6 not 5, therefore; the total for this section for this application would be 2.5/6.

Without a vote being taken on the main motion, it was **MOVED BY Councillor Sloane, seconded by Mr. Timothy Rissesco that the Other Factors section of the Criteria Scoresheet be increased to 4.5/6 rather than the 3/6 recorded.**

Councillor Sloane explained that the Committee has to consider the HRM Youth Strategy and that the municipality is trying to promote youth involvement.

MOTION DEFEATED.

Mr. Gillett noted that the total of the Criteria Scoresheet for this event, as revised, was now at 50.5/100.

MOVED BY Mr. Doug MacDonald, seconded by Mr. Stuart Jolliffe that the Special Events Advisory Committee recommend approval of an award of \$15,000 for the Manifesto Event. MOTION PUT AND PASSED.

Navy 100

MOVED BY Councillor Dawn Sloane, seconded by Mr. Stuart Jolliffe that the Special Events Advisory Committee recommend approval of a \$25,000 award to the Navy 100 event. MOTION PUT AND PASSED.

2011 Canada Games New Year's Eve Family Celebration

MOVED BY Councillor Dawn Sloane, seconded by Mr. Timothy Rissesco that the Special Events Advisory Committee recommend approval of an award of \$25,000 to the 2011 Canada Games New Year's Eve Family Celebration event.

Without a vote being taken on the motion on the floor, it was **MOVED BY Mr. Stuart Jolliffe, seconded by Mr. Jeff Ransome that the 2011 Canada Games New Year's Eve Family Celebration award be reduced by \$10,000 for a total award of \$15,000.**

Mr. Jolliffe suggested the reduction in the award due to the previous increase of \$10,000 for a total of \$40,000 for the other New Year's Eve Event.

MOTION DEFEATED.

A vote was then taken on the main motion as follows:

MOVED BY Councillor Dawn Sloane, seconded by Mr. Timothy Rissesco that the Special Events Advisory Committee recommend approval of an award of \$25,000 for the 2011 Canada Games New Year's Eve Family Celebration event. MOTION PUT AND PASSED.

Common Concerts

Mr. Whittemore noted that due to the installation of power at the Commons site, the proposed award of \$150,000 per concert has been decreased to \$100,000 per concert as the cost for onsite generators has been eliminated. He also noted that Halifax Regional Police are proposing an increase of \$25,000 for their services. Only two concerts have been planned for the Commons in 2010 as the hosting of a third concert would be difficult due to the Membertou 400 Pow Wow event and the 2011 Canada Games Oval both being located on the Commons.

MOVED BY Mr. Stuart Jolliffe, seconded by Councillor Dawn Sloane that the Special Events Advisory Committee recommend approval of a \$200,000 award for the Common Concerts events.

Mr. Jolliffe noted that if there were to be a third concert on the Common, the \$200,000 proposed award would not be sufficient to cover the third event.

MOTION PUT AND PASSED.

Granville Mall Plaza

Mr. Whittemore explained that the business case for the Granville Mall Plaza proposal was to leverage \$500,000 in Federal Government funding from the Heritage Foundation for infrastructure to revitalize the Granville Mall Plaza as an Events Space. He noted that the Nova Scotia College of Art and Design (NSCAD) would be investing \$1 million through their façade program to help bring synergy to the Granville Mall

Plaza space.

MOVED BY Councillor Sloane, seconded by Mr. Timothy Rissesco that the Special Events Advisory Committee recommend approval of \$125,000 for the Granville Mall Plaza infrastructure project.

Without a vote being taken on the motion on the floor, discussion continued on Event Infrastructure maintenance and Upgrades as follows:

Event Infrastructure Maintenance and Upgrades

In response to a question from Mr. Jolliffe, Mr. Whittemore confirmed that the original guidelines of the Marketing Levy Special Events Reserve did include funding for infrastructure to a maximum of 15% of the fund.

Mr. Whittemore provided the following additional information in response to questions of the Committee in regard to the Granville Mall Plaza project:

- Halifax Regional Council would contribute a portion of funding from the Capital Budget
- \$125,000 would be contributed by HRM from the Public Art fund
- there has been a good partnership of the stakeholders such as NSCAD and the local businesses
- the total build out for the space would be approximately \$1 million with HRM contributing a total of \$400,000
- the result would be a year-round, usable space with a stretchable membrane cover (roof), de-cluttering of the area (relocation of the lions) and installation of movable furniture to create smaller more intimate types of space as well as a place for events such as Tunes at Noon.

The Committee raised concern with the loss of metal barriers, at a cost of \$250 per barrier, that are loaned out to the various events as some are not returned. The Committee suggested that a deposit be required that would be returned when the barriers were returned/collected by HRM, or; that the barriers be colour coded so as to be easily identifiable.

A motion was then put forward to approve the Granville Mall Plaza and Event Infrastructure Maintenance and Upgrades as one combined amount of \$165,000 as follows:

MOVED BY Mr. Doug MacDonald, seconded by Councillor Dawn Sloane that the Special Events Advisory Committee recommend approval of the proposed \$165,000 Infrastructure awards. MOTION PUT AND PASSED.

The Committee dealt with the Membertou 400 Pow Wow 2010 event at this time.

Membertou 400 Pow Wow 2010

MOVED BY Councillor Dawn Sloane, seconded by Mr. Timothy Rissesco that the Special Events Advisory Committee recommend approval of \$100,000 for the Membertou 400 Pow Wow 2010 event. MOTION PUT AND PASSED.

MOVED BY Mr. Doug MacDonald, seconded by Mr. Timothy Rissesco that the Special Events Advisory Committee recommend that Halifax Regional Council approve the 2010/11 funding amounts identified in Table 2 of the staff report dated March 4, 2010 from the Marketing Levy Special Events Reserve (Q315) as amended by the Special Events Advisory Committee on April 14, 2010. MOTION PUT AND PASSED.

8. CORRESPONDENCE, PETITIONS & DELEGATIONS

8.1 Correspondence - NONE

8.2 Petitions - NONE

8.3 Delegations

8.3.1 Shriners

This item was dealt with earlier in the meeting. See page 3.

9. REPORTS - NONE

10. MOTIONS - NONE

11. ADDED ITEMS - NONE

12. NOTICES OF MOTION - NONE

13. DATE OF NEXT MEETING - May 12, 2010 (*Halifax Hall, 2nd Floor City Hall, Halifax*)

14. ADJOURNMENT

The meeting was adjourned at 3:20 p.m.

Chris Newson
Legislative Assistant

Information Items

1. Membership Update