

SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES

WEDNESDAY, JUNE 9, 2010

- PRESENT: Deputy Mayor Brad Johns, Chair
Mr. Jeff Ransome, Hotel Association of Nova Scotia
Mr. Timothy Rissesco, Member at Large
Councillor Lorelei Nicoll
Councillor Dawn Sloane
- REGRETS: Mr. Brian Rose, Halifax Chamber of Commerce
Mr. Stuart Jolliffe, Destination Halifax
Ms. Sally Camus, Member at Large
Mr. Douglas MacDonald, Vice-Chair & Member at Large
Mr. Bill Mont, Member at Large (*absent*)
- STAFF: Mr. Andrew Whittemore, Manager, Community Relations and Cultural
Affairs, Community Development
Mr. Mike Gillett, Coordinator, Civic Events, Community Development
Mr. Andrew Cox, Coordinator, Civic Events, Community Development
Ms. Chris Newson, Legislative Assistant

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1. CALL TO ORDER

Deputy Mayor Brad Johns, Chair, called the meeting to order at 12:45 p.m. in the Media Room, 1st Floor City Hall, Halifax without quorum present.

2. APPROVAL OF MINUTES - April 14, 2010

Deferred until quorum was in attendance.

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

The Committee agreed to the agenda as presented.

4. BUSINESS ARISING OUT OF THE MINUTES - NONE

5. MOTIONS OF RECONSIDERATION - NONE

6. MOTIONS OF RESCISSION - NONE

7. CONSIDERATION OF DEFERRED BUSINESS

7.1 Nova Scotia International Air Show

Deputy Mayor Johns, Chair, welcomed Councillor Jackie Barkhouse to the meeting.

Deputy Mayor Johns explained that the Nova Scotia International Air Show (NSIAS) matter had been deferred from the April 14, 2010 Special Events Advisory Committee meeting pending clarification from Finance on the status of the outstanding debt owed to HRM by the NSIAS. Staff would now provide an update on this matter to the Committee.

Mr. Mike Gillett, Coordinator Civic Events, Community Development, provided an update on the Nova Scotia International Air Show financial situation. He advised that a five year repayment agreement had been negotiated. HRM Finance has credited, to the Special Events reserve, all funds collected from the NSIAS repayments. NSIAS has made good on their first two instalments and have intentions to fulfill the remaining three. Mr. Gillett advised that staff are recommending that the Special Events Advisory Committee re-evaluate the NSIAS's current application for funding.

Councillor Sloane suggested that in order to be accountable to the citizens's of HRM, whose money is used to fund these events, a clause should be added to the contract that if a show is cancelled any funding awarded is to be returned to HRM forthright.

Staff advised that:

- C the NSIAS event no longer had Hallmark Status
- C the NSIAS has requested \$40,000.00 for this year
- C event organizers require cash flow to move the event forward
- C a grant could be awarded with the stipulation that a certain percentage be withheld for debt repayment.

Mr. Ransome inquired whether HRM would be entering into a bidding war for the event if the NSIAS organizers were entertaining offers from other locations.

Mr. Rissesco advised that the Aerospace Tradeshow portion of the event has always been held in HRM, therefore, there is a commitment to the city through that event.

Staff advised that the NSIAS application had scored 59.5. The \$40,000 amount would have been the Hallmark Event amount.

MOVED by Councillor Sloane, seconded by Councillor Nicoll that the Special Events Advisory Committee reevaluate the Score Sheet for the Nova Scotia International Air Show event at the next meeting.

Due to a lack of quorum, no vote was taken on the motion.

The Committee agreed to defer this matter to the next meeting and to re-evaluate the NSIAS Score Sheet at that time.

In response to questions from the Committee, the Legislative Assistant advised that an Information Report could be forwarded to Regional Council explaining that the matter had been discussed and that those Committee members in attendance were in agreement with providing some funding to the NSIAS event.

7.2 Vacancies

Discussion ensued on the current Greater Halifax Partnership vacancy and whether or not other organizations should be considered as part of the Special Events Advisory Committee's composition.

Events Halifax

The Committee agreed that it would be worth having an Events Halifax representative as part of the Special Events Advisory Committee composition.

Greater Halifax Partnership

The Committee, and staff, agreed that the Greater Halifax Partnership representative was a valuable resource and should remain as the economic analysis input would be important. The Legislative Assistant was requested to send a letter of invitation to the Greater Halifax Partnership for them to appoint a new representative to the Committee.

The Committee continued discussion on Item 7.1 at this time upon receiving a copy of the Score Sheet for the NSIAS.

7.1 Nova Scotia International Air Show (cont'd)

Mr. Gillett circulated copies of the NSIAS Score Sheet.

During the discussion on the score sheet, the following changes were requested:

- C the section on Financial Support should be changed to 5/5 from 3.75/5
- C the section on Other Factors should be changed to 4.5/6 from 3/6
- C the section on Business Case/ROI Information should be changed to 12/12 from 6/12
- C the total for the scoresheet was now 68.5 which is rounded to 69
- C the revised total of the score sheet would qualify the event for funding of \$25,000.
- C the Committee suggested an additional increase for a total proposed grant of \$30,000.

The decision to award \$30,000 to the NSIAS will be ratified at the next Special Events Advisory Committee meeting when quorum is in attendance.

8. CORRESPONDENCE, PETITIONS & DELEGATIONS - NONE

9. REPORTS

9.1 Summer Festival Grant Program Funding Requests

- A report dated March 15, 2010 was before the Committee.

Deputy Mayor Johns gave a brief history and overview of the criteria for the Summer Festival Grant Program.

Mr. Whittemore noted that the funding for the Summer Festival grants was through the HRM Operating Budget and not from the Marketing Levy Special Event Reserve.

The Committee members in attendance agreed with staff's recommendation that Halifax Regional Council approve the 2010/11 funding amount of \$25,000 from the Summer Festival Grant program (cost centre C-760 Community / Civic Events) as identified in Table Two of the report dated March 15, 2010. Staff will forward the report to Regional Council.

9.2 Festival and Events Grant Funding Requests

- A report dated March 12, 2010 was before the Committee.

Deputy Mayor Johns gave a brief history and overview of the criteria for the Festival and Events Grant Funding Requests.

Mr. Rissesco declared a conflict advising that he serves on the Board of the Nova Scotia Kiwanis Music Festival and the Dartmouth Mother Goose Festival. He then removed himself from discussion on this matter.

The Committee members in attendance agreed with staff's recommendation that Halifax Regional Council approve the 2010/11 funding amount of \$24,750 from the Festival & Events program (cost centre C760 - Community /Civic Events) as identified in Table 2 of the report dated March 12, 2010. Staff will forward the report to Regional Council.

10. MOTIONS - NONE

11. ADDED ITEMS - NONE

12. NOTICES OF MOTION - NONE

13. DATE OF NEXT MEETING - September 8, 2010

The Committee requested that the July and August meetings be cancelled.

14. ADJOURNMENT

The meeting was adjourned at 1:45 p.m.

Chris Newson
Legislative Assistant