

SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES

December 8, 2010

- PRESENT: Councillor Brad Johns, Chair
Doug MacDonald, Vice-Chair & Member at Large
Councillor Dawn Sloane
Councillor Lorelei Nicoll
Brian Rose, Halifax Chamber of Commerce
Bill Mont, Member at Large
Jonathan Wilkie, Greater Halifax Partnership
Sally Camus, Member at Large
- REGRETS: Stuart Jolliffe, Destination Halifax
Jeff Ransome, Hotel Association of Nova Scotia
Timothy Rissesco, Member at Large
- STAFF: Mr. Andrew Whitemore, Manager, Community Relations and
Cultural Affairs, Community Development
Mr. Andrew Cox, Coordinator, Civic Events
Mr. Billy Comer, Coordinator, Civic Events
Ms. Chris Newson, Legislative Assistant

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1. CALL TO ORDER

The Chair called the meeting to order at 12:41 p.m. in Halifax Hall, 2nd Floor City Hall, 1841 Argyle Street, Halifax.

The Committee agreed to deal with Item 4 at this time.

4. APPROVAL OF THE ORDER OF BUSINESS AND APPROVAL OF ADDITIONS AND DELETIONS

Additions: 10.1 Halifax Pop Explosion – Halifax M Fest
 10.2 Halifax Comedy Fest Application for Hallmark Status
 10.3 2011 Meeting Schedule
 10.4 Standing Committees of Council Update
 10.5 Hallmark Status Update – Multi Cultural Association

Deletions: Item 7.3.1 Titanic 100 Presentation

MOVED by Councillor Lorelei Nicoll, seconded by Ms. Sally Camus that the agenda, as amended, be approved. MOTION PUT AND PASSED.

2. ELECTION OF CHAIR/VICE-CHAIR

Councillor Johns advised that two additional Councillors will be appointed to the Special Events Advisory Committee in January. He suggested that the Election of Chair/Vice-Chair be deferred pending membership appointments that will take place in early 2011.

MOVED by Mr. Bill Mont, seconded by Ms. Sally Camus that the Election of Chair/Vice-Chair be deferred pending membership appointments to be made in early 2011. MOTION PUT AND PASSED.

3. APPROVAL OF MINUTES – October 13, 2010

MOVED by Mr. Doug MacDonald, seconded by Ms. Sally Camus that the minutes of October 13, 2010, as presented, be approved. MOTION PUT AND PASSED.

4. APPROVAL OF THE ORDER OF BUSINESS AND APPROVAL OF ADDITIONS AND DELETIONS

This item was dealt with earlier in the meeting. See above.

5. BUSINESS ARISING OUT OF THE MINUTES - NONE

6. CONSIDERATION OF DEFERRED BUSINESS

6.1 Revised Grant Framework Policy

Mr. Andrew Whittemore, Manager, Community Relations and Cultural Affairs, and Mr. Billy Comer, Coordinator, Civic Events, presented a verbal update on the revised Grant Framework Policy. They noted that the only change, as requested by the Special Events Advisory Committee, was the inclusion of percentages for the minimum and maximum in regard to marketing and sponsorship amounts; operating budget and attendance expectations.

Staff then responded to questions from Members of the Committee providing the following information:

- Attendance expectations for Emerging Events is that they achieve 15,000 by year five of their existence which would then qualify them to move to the Signature Event sector. If 15,000 in attendance is not achieved by year five, the group's eligibility for funding would be at an end.
- Acknowledgement / recognition of HRM as a sponsor is now required by all groups who receive funding from HRM. HRM's logo would appear in the list of sponsors or under the government funding category for the event(s)

Councillor Nicoll requested that staff make it easier for the organizers to obtain signage from HRM for their event.

- "Contra" would also be considered as sponsorship
- there are sponsors, other than government, for the major sporting events.

The Committee requested that staff clarify that the attendance level expectations for small and mid level sporting events would be for National and International level tournaments and not local tournaments.

In response to a question by Councillor Sloane, Mr. Andrew Cox advised that the Busker Festival does not qualify under the new Market Levy Special Event Reserve criteria.

Councillor Johns suggested that when staff present to Regional Council that their slides include the minimum and maximum grant amounts.

Mr. Whittemore explained that staff will attempt to link Signature and Emerging Events to the Regional Plan growth centres as events have not kept up with the pace of community development. He noted that areas such as Cole Harbour have a significant population but not the focused attention; this new approach will assist Council in making strategic decisions.

Councillor Nicoll noted that some categories show the minimum number of volunteers expected but others do not and suggested that this information be included for all.

Mr. Whittemore also noted the EXCEPTION CLAUSE included in the policy that would permit Council to consider exceptions where it was deemed the event would be advancing the Event Strategy by providing economic and tourism benefit to HRM.

MOVED by Mr. Doug MacDonald, seconded by Ms. Sally Camus that the Special Events Advisory Committee approve in principle the revised Grant Framework Policy and recommend that staff present the Revised Grant Framework Policy to Regional Council for approval. MOTION PUT AND PASSED.

Mr. Whittemore confirmed that a copy of the Revised Grant Framework Policy would be circulated to the Committee once approved by Regional Council.

7. CORRESPONDENCE, PETITIONS & DELEGATIONS

7.1 Correspondence

7.1.1 Atlantic University Sport

A letter dated October 5, 2010 from the Atlantic University Sport group was before the Committee.

Councillor Johns noted that it was unfortunate some groups assumed they would receive full funding even though staff had advised each applicant that funding was not guaranteed and that they would only receive a percentage of the requested amount.

Councillor Sloane commented that the request for funding went through the process and they were awarded the amount that HRM was able to give. She noted that perhaps they could request more funding from private sponsors.

MOVED by Councillor Sloane, seconded by Brian Rose that the Special Events Advisory Committee recommend that staff contact the Atlantic University Sport group advising that the Special Events Advisory Committee have reviewed their request and that the process was fair and the decision stands. MOTION PUT AND PASSED.

7.2 Petitions – NONE

7.3 Presentation

7.3.1 Titanic 100

This item was deferred to the January 12, 2011 meeting during the approval of the agenda. See page 3.

8. REPORTS - NONE

9. MOTIONS

10. ADDED ITEMS

10.1 Halifax Pop Explosion – Halifax M Fest

Information on the proposed new music festival “Halifax M Fest”, including budget information, was before the Committee.

Mr. Cox explained that the Halifax M Fest organizers are requesting that the Special Events Advisory Committee permit their application to be included in the last stream of applications as they require some indication of their eligibility prior to the annual budget process. If the Committee agrees, staff would then prepare a report for the January meeting that would include an evaluation of the proposed event.

MOVED by Councillor Dawn Sloane, seconded by Mr. Doug MacDonald that the Special Events Advisory Committee agree to have staff prepare a report and evaluation of the proposed Halifax M Fest event for the January 2011 Committee meeting. MOTION PUT AND PASSED.

In response to questions from the Committee, staff advised that once the proposed Revised Grant Framework Policy is approved by Council, it would not take effect until the new budget cycle next year.

In response to a question by Councillor Johns, Mr. Billy Comer advised that radio station Z103 was putting on the first event and the second day event, Halifax M Fest, would be organized by a completely different group with a separate budget. Councillor Johns requested that staff confirm that the figures submitted by Halifax M Fest were only 50% of the two day costs.

Councillor Sloane suggested that staff consider “in lieu” options as due diligence in regard to reducing the monetary give.

10.2 Halifax Comedy Fest Application for Hallmark Status

The Committee agreed to discuss Item 10.5 Hallmark Status Update - Multi Cultural Association in conjunction with this issue.

Mr. Whittemore advised that Councillor Fisher, at Regional Council, had requested that the Halifax Comedy Fest be considered for Hallmark status. Staff has brought the matter forward for the Committee’s consideration.

Mr. Cox noted that in 2008, the Committee’s decision was to deny Hallmark status for the Halifax Comedy Fest as it did not fit the criteria based on the then policy and definition of what constituted a Hallmark event at that time. The Halifax Comedy Fest feel that they have changed and should now be considered as a Hallmark Event. He

has explained to Councillor Fisher that the grant funding program is under transition, therefore; the request may be deferred for one year pending adoption of the revised policy.

Councillor Sloane commented that it would be premature for the Committee to accept more applications for Hallmark Status while undergoing the granting framework transition.

Mr. Cox advised that the Halifax Comedy Fest and the Multi Cultural Association requests for Hallmark status may not be successful at this time, however; under the revised Grant Framework Policy they may be eligible for another program.

MOVED by Councillor Sloane, seconded by Mr. Brian Rose that the Special Events Advisory Committee recommend that all applications for Hallmark Status be deferred until the fiscal year 2013 budget cycle pending approval and implementation of the revised Grant Framework Policy.

In response to questions from the Committee, Mr. Cox advised that without further information he was not aware of any significant changes to the events that would qualify them for Hallmark status at this time. The Multi Cultural Association will receive the 2011 funding already approved in the operating budget, however; any new funding requests are to be deferred pending approval and implementation of the revised policy.

MOTION PUT AND PASSED.

Councillor Johns requested that staff forward letters to both the Halifax Comedy Fest and Multi Cultural Association advising them of the Committee's decision.

10.3 2011 Meeting Schedule

Mr. Whittemore advised that extra meeting dates would be required in order to hear all presentations following the spring intake of applications. He then circulated information on application deadlines for the various grant programs as well as proposed additional meeting dates.

Councillor Sloane and Ms. Camus raised a concern that they are also members of the Urban Design Task Force and their meeting dates have been conflicting with the Special Event Advisory Committee meetings. Councillor Johns requested that the Legislative Assistant forward this concern to the Urban Design Task Force for consideration when planning their future meeting dates.

Mr. Cox noted that some of the Hallmark Event applicants have received extensions to their deadlines.

The Committee approved the 2011 annual meeting schedule as the second Wednesday of the month (from 12:30 p.m. to 2:30 p.m.) including the additional dates, if required, of

March 16th for Hallmark Event presentations and April 6th for “one off” event presentations.

10.4 Standing Committees of Council Update

The Legislative Assistant advised that the Special Events Advisory Committee will be under the new Audit and Finance Standing Committee of Council. The only changes for the Committee are as follows:

- the Committee’s Terms of Reference in regard to Composition has been revised to five (5) Councillors, an increase from the current requirement of three (3)
- the Chair of the Special Events Advisory Committee is proposed to be a Councillor serving on the Audit and Finance Standing Committee as he/she would be presenting monthly updates from the Committee to the Audit and Finance Standing Committee.
- the Audit and Finance Standing Committee will be reviewing the Committee’s membership and recommending appointments at their January meeting.

Councillor Johns requested that the Committee consider whether or not there is a role for other industry representatives, such as the Restaurant sector, in the composition of the Special Events Advisory Committee and that this matter be added to the January agenda for discussion.

10.5 Hallmark Status Update – Multi Cultural Association

This item was dealt with under Item 10.2. See page 6.

11. NOTICES OF MOTION

In response to Councillor Nicoll’s request to place a Notice of Motion in regard to winter performance space for bands, Councillor Johns suggested she discuss this matter with staff.

12. NEXT MEETING DATE – January 12, 2011

13. ADJOURNMENT

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

Chris Newson
Legislative Assistant