

SPECIAL EVENTS ADVISORY COMMITTEE  
MINUTES

February 9, 2011

- PRESENT: Councillor Sue Uteck, Chair  
Councillor Brad Johns  
Councillor Gloria McCluskey  
Sally Camus, Member at Large  
Brian Rose, Chamber of Commerce  
Doug MacDonald, Member at Large  
Bill Mont, Member at Large  
Jonathan Wilkie, Greater Halifax Partnership
- REGRETS: Deputy Mayor Jim Smith  
Councillor Dawn Sloane  
Stuart Jolliffe, Destination Halifax  
Timothy Rissesco, Member at Large
- STAFF: Mr. Andrew Whittemore, Manager, Community Relations and  
Cultural Affairs  
Mr. Mike Gillett, Coordinator, Civic Events  
Mr. Andrew Cox, Coordinator, Civic Events  
Mr. Paul Forrest, Coordinator, Civic Events  
Mr. Billy Comer, Coordinator, Civic Events  
Ms. Chris Newson, Legislative Assistant
- OTHER: Mr. Grant MacDonald, Director, Major Events and Community  
Partnerships, Trade Centre Limited

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**1. CALL TO ORDER**

Councillor Sue Uteck, Chair, called the meeting to order at 2:39 p.m. in Halifax Hall, 2<sup>nd</sup> Floor City Hall, 1841 Argyle Street, Halifax.

Councillor Uteck explained that the Audit and Finance Standing Committee has appointed one of its members as Chair of the Special Events Advisory Committee and the Grants Committee, two of their Sub-Committees, to facilitate efficient communication flow. Each Sub-Committee Chair will provide a monthly update to the Standing Committee. Councillor Uteck then provided a brief, verbal overview of the Standing Committees.

**2. APPROVAL OF MINUTES – December 8, 2010**

**MOVED by Councillor Brad Johns, seconded by Ms. Sally Camus that the minutes of December 8, 2010, as presented, be approved. MOTION PUT AND PASSED.**

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

**MOVED by Mr. Brian Rose, seconded by Councillor Brad Johns that the agenda, as presented, be approved. MOTION PUT AND PASSED.**

**4. BUSINESS ARISING OUT OF THE MINUTES**

**4.1 Composition of the Special Events Advisory Committee**

**MOVED by Councillor Brad Johns, seconded by Mr. Brian Rose that this matter be deferred to the March 9, 2011 meeting. MOTION PUT AND PASSED.**

**5. CONSIDERATION OF DEFERRED BUSINESS**

**5.1 Halifax Pop Explosion – Halifax M Fest**

Mr. Jonny Stevens presented Halifax M Fest's request for support in regard to the August 7, 2011 event planned for Alderney Landing, Dartmouth. He circulated a copy of his presentation at this time.

Mr. Bill Mont entered the meeting at 2:50 p.m.

Mr. Stevens responded to questions of clarification from the Committee.

Councillor Uteck thanked Mr. Stevens for his presentation.

Further discussion on this item was dealt with under Item 7.1.

**6. CORRESPONDENCE, PETITIONS & DELEGATIONS**

**6.1 Correspondence – NONE**

**6.2 Petitions – NONE**

**6.3 Presentations**

**6.3.1 Titanic 100**

This item was deferred to later in the meeting. See page 6.

**7. REPORTS**

**7.1 Non-Annual and Festival & Events Grant Funding Requests – Second Intake**

A report dated November 30, 2010 was before the Committee.

The Committee agreed to deliberate each of the recommendations separately commencing with Recommendation C.

Recommendation C

**MOVED BY Councillor Brad Johns, seconded by Mr. Bill Mont that the Special Events Advisory Committee recommend that Halifax Regional Council approve the 2010/11 Festival & Event grant award of \$2,950 funded from the Community / Civic Events Operating Budget (C760-6933) as identified in Table 2, Page 6 of the November 30, 2010 report. MOTION PUT AND PASSED.**

Discussion ensued on the awarding of HRM Grants/Funding.

**MOVED by Councillor Brad Johns, seconded by Mr. Doug MacDonald that the Special Events Advisory Committee request clarification from staff on what Grants/Awards non profit organizations may apply to, and receive, from HRM and what checks and balances are in place to ensure there is no duplication of awards being granted. Clarification is requested on whether or not an organization applying for one grant would be exempt from applying to another HRM grant program and whether or not being awarded an HRM Grant would exempt the group from receiving a Councillor's Discretionary Fund award or a Councillor's Capital Fund award.**

Mr. MacDonald suggested that the grant application form include a section that would clearly indicate whether other HRM Grants/Funding had been received.

Mr. Rose suggested a review of the award process in order to ensure clarity for all applicants and reviewers as to what may be applied for and what may be accepted without the applicant being disqualified from other sources of HRM funding.

Ms. Camus noted that the issue becomes problematic when a group is looking for funding as they must approach all potential funding sources and do not want to be eliminated by identifying other funding sources from which they are seeking assistance. A not for profit group does not want to close any funding avenues, therefore; the application process has to be clear.

Councillor Uteck suggested that staff should have the ability to check into, and advise the Special Events Advisory/Grant Committees, what HRM funding a group has already been awarded or may be awarded.

Mr. MacDonald expressed caution that a group not be eliminated from a possible \$5000 grant opportunity because they have also applied for a \$500 grant. There has to be clarification surrounding what money streams are available and the criteria.

**MOTION PUT AND PASSED.**

Recommendation A

**MOVED by Councillor Johns, seconded by Councillor McCluskey that the Special Events Advisory Committee recommend that Halifax Regional Council approve an increase to the 2010/11 Non-Annual Grant award for Halifax M Fest in the amount of \$31,000 funded from the Marketing Levy Special Events Reserve (Q315), as identified in Table 1, page 5 of the November 30, 2010 report. MOTION PUT AND PASSED.**

Mr. Jeff Ransome retired from the meeting at 3:21 p.m.

Recommendation B

This matter was deferred pending the presentation of the Titanic 100 event to be held later in the meeting under Item 6.3.1.

Discussion ensued on the Non Annual grant awards.

Councillor Uteck requested that the Committee review the Aileen Meagher International Track Classic Scoring Sheet as outlined in Attachment 3 of the November 30, 2010 staff report. Following discussion, the Committee agreed to amend the Scoring Sheet with revisions to the following Criteria Sections:

- Free or Low Costs (Gated vs. Non Gated): to be raised to 10/15 from 5/15 as there was a combination.
- Other Factors: to be raised to 6/6 from 1.5/6 as the event has raised HRM's profile.
- Business Case: to be raised to 4/12 from 3/12 as there was an economic impact.

The revised score is 54.5/100 which now qualifies the event for funding.

Mr. Andrew Whittemore, Manager, Community Relations and Cultural Affairs, advised that upon review the Committee may determine an award amount if an event's score reaches 50/100 or more.

In response to a question by Councillor Johns, Mr. Whittemore acknowledged that the Hallmark Category noted on the Scoring Sheet for the Aileen Meagher International Track Classic was an error. The event is not an annual event in HRM.

Councillor Johns questioned whether the Scoring Sheet category, Tourism Period (Seasonability), was relevant for a sporting event as each sport has its own specific season.

In response to a question by Mr. MacDonald, Mr. Whittemore confirmed that if the Committee were to award funding for the Aileen Meagher event it would be retro funding as the event was held in August 2010.

Due to the funding award formula not being available to the Committee at this time, and; considering that the funding request was for \$10,000, it was **MOVED by Councillor Johns, seconded by Mr. Doug MacDonald that the Special Events Advisory Committee recommend that Halifax Regional Council approve a retroactive grant to the Aileen Meagher International Track Classic in the amount of \$3,000 from the Marketing Levy Special Events Reserve (Q315) based on the amended Scoring Sheet total of 54.5/100, and; that any future funding be determined as per the Council approved award funding formula. MOTION PUT AND PASSED.**

The Committee agreed to deal with Item 6.3.1 at this time.

### **6.3.1 Titanic 100**

Mr. Ken Pinto, Mr. Brian Doherty and Mr. Charles Salmon presented to the Committee on the Titanic 100 event. A copy of their presentation was circulated at this time.

**MOVED by Councillor Brad Johns, seconded by Mr. Doug MacDonald that further discussion on the Titanic 100 event be deferred to the March 9, 2011 meeting due to time constraints. MOTION PUT AND PASSED.**

The Titanic 100 presenters were requested to return for the March 9, 2011 meeting to respond to questions from the Committee.

Due to time constraints, further discussion on Recommendation B was deferred to the March 9, 2011 Special Events Advisory Committee meeting.

## **7. REPORTS**

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

8. **ADDED ITEMS - NONE**
9. **NEXT MEETING DATE – March 9, 2011**
10. **ADJOURNMENT**

The meeting was adjourned at 3:59 p.m.

Chris Newson  
Legislative Assistant