

SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES

August 10, 2011

PRESENT: Councillor Sue Uteck, Chair
Councillor Barry Dalrymple
Councillor Gloria McCluskey
Councillor Linda Mosher
Lisa Monk, Member at Large
Colin Richardson, Member at Large
Brian Rose, Chamber of Commerce
Jonathan Wilkie, Greater Halifax Partnership

REGRETS: Dianne Kokesh, Member at Large
Stuart Jolliffe, Destination Halifax
Timothy Rissesco, Member at Large
Deputy Mayor Jim Smith
Jeff Ransome, Hotel Association of Nova Scotia

STAFF: Mr. Andrew Whittemore, Manager, Community Relations and
Cultural Affairs
Mr. Mike Gillett, Coordinator, Civic Events
Mr. Paul Forrest, Coordinator, Civic Events
Ms. Krista Vining, Legislative Assistant

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1. CALL TO ORDER

The meeting was called to order at 12:35 p.m. in Halifax Hall, City Hall.

Councillor Uteck welcomed Councillors Mosher and Dalrymple as new members and lead the Committee in round table introductions.

2. APPROVAL OF MINUTES – April 13th, May 4th & 11th, 2011

Mr. Wilkie noted a correction for the May 11, 2011 minutes, indicating that he was in attendance.

MOVED by Councillor McCluskey, seconded by Mr. Wilkie that the minutes of April 13th and May 4, 2011, be approved, as presented and the minutes of May 11, 2011 be approved, as amended. MOTION PUT AND PASSED.

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

Addition:

8.1 Discussion re: Hallmark Event Process

MOVED by Councillor Mosher, seconded by Mr. Richardson that the Order of Business be approved, as amended. MOTION PUT AND PASSED.

4. BUSINESS ARISING OUT OF THE MINUTES

4.1 HRM Regional Plan Urban/Suburban/Rural Map - *(Requested May 4, 2011)*

An e-mail from Chris Newson, Legislative Assistant, dated May 12, 2011 to Committee members with attached links of the Settlement and Transportation map of the Regional Plan, as well as a small map that identifies the Urban/Suburban/Rural area was before the Committee for review.

Staff advised that they would provide the Committee with hard copies of the maps for the next meeting.

4.2 Role of the Special Events Advisory Committee – Marketing Levy Reserve – *(Requested May 4, 2011)*

An extract of the Special Events Advisory Committee's May 4, 2011 minutes was before the Committee.

Mr. Andrew Whittemore, Manager, Community Relations and Cultural Affairs, advised that staff will provide an annual intake report twice a year respecting the Marketing Levy Reserve, **to which the Committee agreed.**

5. CONSIDERATION OF DEFERRED BUSINESS

5.1 Non-Annual and Festival & Events Grant Funding Requests: Second Intake Process (Titanic 100)

The following was before the Committee for review:

- Staff report dated November 30, 2010
- Background information respecting an overview of materials distributed to the Committee from February 9, 2011 to June 16, 2011
- A document entitled: The Titanic 100 Project – As of August 10, 2011

Mr. Paul Forrest, Coordinator, Civic Events, provided an overview of November 30, 2011 staff report and the materials distributed to the Committee to date. It was noted that the Titanic 100 group's original budget request was for \$190,000, which the group has since decreased to \$117,000.

Mr. Brian Doherty, organizer of the Titanic 100 event, advised that a Memorandum of Understanding (MOU) was sent out two (2) years ago to Halifax, Belfast, Liverpool, Southampton, Cherbourg and Cobh, asking the cities to be apart of a Titanic sharing of information. With the exception of Halifax, all of the cities have indicated they will be participating in the 100 year anniversary. Mr. Doherty expressed concern with HRM not identifying whether they will be participating in the 100th anniversary. He reminded the Committee that the scope of the funding is dependent on the Provincial and Federal government's funding support. Staff clarified that the MOU was to identify what formal role HRM may have in the Titanic 100 event. As the request was based on marketing perspective, staff referred the MOU to Destination Halifax. The Chair advised that she would follow up with Ms. Pat Lyle, CEO of Destination Halifax.

Mr. Ken Pinto, organizer of the Titanic 100 event, provided an overview of the document entitled: The Titanic 100 Project – As of August 10, 2011 and responded to questions of clarification respecting the event and the group's business plan. The current budget for the event is approximately \$609,000.

The Committee thanked Mr. Pinto for his presentation and entered into discussion. The following points and concerns were noted:

- Whether the Halifax Regional School Board and other school boards will be involved in the event
- Concern with group's projection of \$19 million in economic growth; the Committee indicated that the event is more likely to bring \$3 million in economic growth (\$200 per person)
- Concern with the lack of funding confirmation from the Provincial and Federal government, as well as sponsorships

Based on the new budget request of \$117,000, the Committee agreed to review the Marketing Levy Special Events Reserve (MLSER) Scoring Sheet.

During the review, it was **MOVED by Councillor Mosher that the attendance (event size) be less than 10,000.** There being no seconder the motion was lost.

Upon further review and discussion of the attendance (event size), it was **MOVED by Councillor McCluskey, seconded by Ms. Monk that the Special Events Advisory Committee confirm the attendance (event size) scoring of 9/15, as identified in the Marketing Levy Special Events Reserve (MLSER) Scoring Sheet (Attachment 1 of the November 30, 2011 staff report). MOTION PUT AND PASSED.**

Councillor Mosher noted for the record that she opposed the motion.

The Committee further **agreed to rescore the Business Case/ROI Information section to 6/12 from 12/12**, as they disagree with the projected \$19 million in economic revenue and based their decision on a projection of \$3 million in economic growth.

The final MLSER score was amended to 61.5/100. Based on \$117,000, a score of 61.5% qualifies the Titanic 100 group for a Non-Annual grant award of \$57,500.

The Committee indicated that they supported that funding be restricted to the uses as outlined on page 5 of the November 30, 2011 staff report and could not be used for travel, staff hiring, conferences or general overhead. As well, that the grant be contingent upon confirmation that the provincial and federal government have committed to financially supporting the Titanic 100 by November 30, 2011.

MOVED by Councillor McCluskey, seconded by Brian Rose that the Special Events Advisory Committee recommend that Halifax Regional Council approve, in principle, a commitment for a Non-Annual grant award for Titanic 100 in the amount of \$57,500 (starting 2011/12) funded from the Marketing Levy Special Events Reserve (Q315) with conditions of funding as identified in the November 30, 2010 staff report, and that the grant award is contingent upon confirmation that the provincial and federal government have committed to financially supporting the Titanic 100 by November 30, 2011.

Staff suggested that should Council approve the Committee's recommendation, that the payment not be advanced until confirmation is received from the funding sources. The Chair clarified that staff would seek this direction from the Chief Administrative Officer.

MOTION PUT AND PASSED.

5.2 HRM Non Annual Events & Event Infrastructure Report - Ballys 2011 – Ballys Cancer Society

Staff report dated June 23, 2011 with an up to date application was before the Committee for review and consideration.

Mr. Andrew Whittemore, Manager, Community Relations and Cultural Affairs provided an overview of the June 23, 2011 staff report.

The following points and concerns were noted:

- Failure to secure other revenue sources for the event
- Capacity of the events organizer
- Overall vision of the event as conveyed in the application
- Additional deficiencies in a number of categories

Based on these considerations, the application received a score of 46 out of 100, thereby not qualifying for consideration.

MOVED by Councillor Mosher, seconded by Councillor Dalrymple that the Special Events Advisory Committee recommend that Halifax Regional Council decline the Ballys 2011 application for support from HRM. MOTION PUT AND PASSED.

6. CORRESPONDENCE, PETITIONS & DELEGATIONS

6.1 Correspondence

6.1.1 E-mail dated June 6, 2011 from Mr. Blair Beed re: Titanic Belfast 2011/Halifax 2012

The Committee received the e-mail.

7. REPORTS *(see Consideration of Deferred Items, Section 5)*

8. ADDED ITEMS

8.1 Discussion re: Hallmark Event Process

Mr. Andrew Whittemore, Manager, Community Relations and Cultural Affairs, advised that there is a process in place for Hallmark Events. Hallmark Events are unique/special events to HRM. There are currently three (3) events that HRM is being asked to identify as HALLMARK EVENTS:

- Comedy Festival
- Multicultural Festival
- Holiday Parade of Lights

Mr. Whittemore provided an overview of the application process, noting that the Committee would make a recommendation to Council as to whether or not the event should be considered as a Hallmark Event. He advised that Hallmark Events are funded through the Market Levy Special Event Reserve versus the operating budget. The groups have been awaiting approval of the funding framework, which is currently under review by the Audit & Finance Standing Committee. He suggested that staff, on

behalf of the Committee, send a letter to the groups to provide an update, **to which the Committee agreed.**

9. NEXT MEETING DATE – September 14, 2011

10. ADJOURNMENT

The meeting was adjourned at 2:10 p.m.

Krista Vining
Legislative Assistant

INFORMATION ITEMS

1. Upcoming Agenda Items
 - 1.1 Composition of the Special Events Advisory Committee – *September 2011*