

SPECIAL EVENTS ADVISORY COMMITTEE

MINUTES

WEDNESDAY, FEBRUARY 15, 2012

- PRESENT: Councillor Sue Uteck, Chair
Councillor Barry Dalrymple, Vice- Chair
Councillor Linda Mosher
Mr. Stuart Jolliffe, Destination Halifax
Mr. Brian Rose, Chamber of Commerce
Mr. Jonathan Wilkie, Greater Halifax Partnership
Mr. Timothy Rissessco, Citizen at Large
Mr. Colin Richardson, Citizen at Large
- REGRETS: Councillor Gloria McCluskey
Ms. Dianne Kokesh, Citizen at Large
Ms. Lisa Monk, Citizen at Large
Mr. Jeff Ransome, Hotel Association of Nova Scotia
- STAFF: Ms. Denise Schofield, Manager, Community and Recreation Services
Mr. Paul Forrest, Coordinator, Civic Events
Mr. Andrew Cox, Coordinator, Civic Events
Mr. Mike Gillett, Coordinator, Civic Events
Ms. Chris Newson, Legislative Assistant

Table of Contents

1.	CALL TO ORDER	3
2.	APPROVAL OF MINUTES – January 4, 2012	3
3.	APPROVAL OF THE ORDER OF BUSINESS AND APPROVAL OF ADDITIONS AND DELETIONS	3
4.	BUSINESS ARISING OUT OF THE MINUTES	3
5.	CONSIDERATION OF DEFERRED BUSINESS	4
	5.1 Proposed 2012 Meeting Schedule	4
6.	CORRESPONDENCE, PETITIONS & DELEGATIONS	4
	6.1 Correspondence - NONE	4
	6.2 Petitions - NONE	4
	6.3 Delegations	4
	6.3.1 Blue Nose International Marathon	4
	6.3.2 International Atlantic Film Festival	5
	6.3.3 Halifax Pop Explosion.....	6
	6.3.4 Royal Nova Scotia International Tattoo	6
7.	REPORTS	8
	7.1 STAFF	8
	7.1.1 HRM Hallmark Event Grant Renewals	8
	7.1.2 Disclosure Statement and FOIPOP Compliance.....	7
	7.2 MEMBERS OF THE COMMITTEE	8
	7.2.1 Requests for Re-Scoring	8
8.	DATE OF NEXT MEETING – March 7, 2012	10
9.	ADDED ITEMS	10
10.	ADJOURNMENT	10

1. CALL TO ORDER

Councillor Uteck, Chair, called the meeting to order at 1:06 p.m. in Halifax Hall, 2nd Floor City Hall, 1841 Argyle Street, Halifax.

2. APPROVAL OF MINUTES – January 4, 2012

MOVED by Councillor Dalrymple, seconded by Mr. Richardson that the minutes of January 4, 2012, as presented, be approved. MOTION PUT AND PASSED.

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

Additions: Item 2. Approval of the January 4, 2012 minutes
 Item 6.3.5 Delegation: SEDMHA – Shearwater East Dartmouth Minor Hockey Association
 Item 7.1.2 Disclosure Statement and FOIPOP Compliance October 11, 2011 report

MOVED by Mr. Rose, seconded by Councillor Dalrymple that the agenda, as amended, be approved. MOTION PUT AND PASSED.

4. BUSINESS ARISING OUT OF THE MINUTES

Mr. Randolph Kinghorne, Solicitor, provided clarification on the Conflict of Interest matter in context with the composition of the Special Events Advisory Committee and the role of the Committee as follows:

- a Committee member's participation may be an issue either as result of a pecuniary interest under the Municipal Conflict of Interest Act or under common law if the person involvement would give rise to a reasonable apprehension of bias i.e. it would appear that the individual could not fairly consider the issue and render a decision only on relevant considerations
- a Committee member who is associated in any employment or ownership capacity with a host hotel for an event under consideration by the Committee would be in a conflict of interest situation and should declare that conflict. This would include where the interest is of an immediate family member or person living in the same house as the member.
- a Committee member who is associated in anyway with a hotel that is not the host hotel for an event under consideration by the Committee would not normally be in a conflict of interest situation
- the legislation in regard to Conflict of Interest is self policing and it is up to the individual to declare any potential or perceived conflict situation
- a Board cannot decide for you whether or not you are in a conflict of interest situation, however; the matter may be discussed by the Board to enable the individual to have the necessary information to decide whether

or not they have a conflict of interest; even if the interest is so remote or insignificant that it cannot implicate you, technically, you may be in a potential or perceived conflict of interest

- as a business owner who is not in direct support of an event, the fact that more customers/clients may or may not result from an event being held is not the same thing as officially supporting a conference or event whereby the employer would financially benefit disproportionately to other businesses located in the area.

Mr. Stuart Jolliffe entered the meeting at 1:16 p.m.

In response to a question by Councillor Uteck in regard to the representatives serving on the Committee from Destination Halifax, Greater Halifax Partnership, Hotel Association of Nova Scotia and the Chamber of Commerce being in a conflict of interest situation, or not, when discussing an event, Mr. Kinghorne advised that no, it would not be a conflict if the involvement were simply to attract people to HRM, however; if people were being attracted specifically to their hotel/business then yes, there would be a conflict, such as being a major sponsor for an event, as there could be a bias in the decision making. It is up to the individual to determine whether their involvement is so remote as to be insignificant or not. The Board may discuss the issue but cannot make a decision for the individual. If the individual is still unclear, they could apply to a court for decision.

In regard to the issue of quorum if a Member of the Committee has declared a Conflict of Interest and is removed from discussion resulting in a loss of quorum, Mr. Kinghorne explained that the quorum at that point would be 1/3 of the Board.

5. CONSIDERATION OF DEFERRED BUSINESS

5.1 Proposed 2012 Meeting Schedule

This item was dealt with later in the meeting. See page 14.

6. CORRESPONDENCE, PETITIONS & DELEGATIONS

6.1 Correspondence - NONE

6.2 Petitions - NONE

6.3 Delegations

6.3.1 Blue Nose International Marathon

A copy of the Blue Nose International Marathon presentation and budget information was before the Committee.

Mr. Jolliffe and Mr. Richardson each declared a conflict of interest in regard to the Blue Nose International Marathon event due to their association with the host hotel. They excused themselves from discussion on this matter. Quorum was lost at this time.

Mr. Rod McCulloch and Mr. Gerry Walsh, Co-Chairs of the Scotia Bank Blue Nose International Marathon, provided a verbal update on the event. The request is for \$75,000, an increase that approximates the cost of city services required for the event. They then responded to questions from Members of the Committee and provided the following additional information/clarification:

- the projected increase for security costs are due to the new route that requires more police officers
- the increase in clothing costs, T-shirts for runners, is due to an increase in participants
- the event is a tool for charitable fundraising; the Scotiabank runs the charitable aspect of the marathon and issues receipts
- there is a cost for awards this year as the service provider is now requesting 50% of their cost back whereas in previous years the product had been donated; other service providers are also commencing to charge fees in order to recover some costs
- there is a combination of security by HRP and source however only HRP are able to deal with traffic control with approximately 110 officers on duty each day of the event
- the \$20,000 balance remaining in the deficit owed to HRM will be repaid in full this year
- consideration is being given to approaching the Provincial and Federal governments for more funding in relation to the health benefit aspect of the marathon.

Councillor Uteck thanked the presenters for the information provided and advised that a decision would be made upon completion of all presentations in March.

Mr. Joliffe and Mr. Richardson re-joined the meeting at this time. Quorum was obtained.

6.3.2 International Atlantic Film Festival

A copy of the presentation and budget information was before the Committee.

Mr. Gregor Ash, Executive Director, and Ms. Nicole Langille, Director, Sales and Marketing for the Atlantic Film Festival, presented a verbal update on the International Atlantic Film Festival. The request is for \$50,000, an increase of \$10,000 due to a 300% increase in fees to deliver the key programs over the last five years. They then responded to questions from Members of the Committee as follows:

- the theme for 2012 has not yet been announced
- part of the marketing strategy includes social media, the data base, posting information with the AI Fresco event and piggy backing with other

events such as "I Love Local Art", the Metro newspaper is now a participating media group that assists with the local market, iPhone application option, the new website and partnering with other companies/events such as Uncommon Grounds, Bedford Days, Surfing Festival, for event promotion.

Councillor Uteck thanked the presenters for the information and advised that a decision would be made upon completion of all presentations in March.

6.3.3 Halifax Pop Explosion

A copy of the presentation and budget information was before the Committee.

Mr. Jonny Stevens, Executive Director, Halifax Pop Explosion, presented a verbal update and video highlight of the 2011 Halifax Pop Explosion event. The request is for \$50,000, an increase of \$10,000 from last year to cover the cost to attract local talent and due to rising production costs for a festival of this size. He then responded to questions from Members of the Committee and provided the following information:

- in regard to concern expressed for rental costs outlined in the budget presented, purchasing equipment is not economically viable, however; some items such as tenting are being purchased
- some free programming targeted toward families at afternoon shows located in various venues is provided each year; a free concert, if made a condition of the funding, could be accommodated, however; it would be easier to allocate the budget to talent/programming in the way logistics dictate rather than being tied to a free concert event
- Under the Government and Agency section in the budget presented, Nova Scotia Culture Division figures should be as follows; \$2,000.00 proposed for 2011 with the actuals for 2011 being \$15,000.00; the Nova Scotia Tourism figures should be as follows: proposed for 2011 \$27,750.00 with actuals for 2011 being \$33,950.00.

Councillor Uteck thanked Mr. Stevens for his presentation and advised that a decision would be made upon completion of all presentations in March.

The meeting recessed at 2:36 p.m.

The meeting reconvened at 2:41 p.m.

6.3.4 Royal Nova Scotia International Tattoo

A copy of the presentation and budget information was before the Committee.

Ms. Leah Whitehead, Marketing Manager for the Royal Nova Scotia International Tattoo, presented a verbal update on the Royal Nova Scotia International Tattoo. The request is for \$95,000, an increase of \$20,000 to support the following one-time

additions to the 2012 show, Titanic and the War of 1812. Ms. Whitehead then responded to questions from Members of the Committee as follows:

- there will be a scene in the show and an article in the program about the War of 1812, however; it is not certain whether Deadman's Island will be referenced. An historic walking tour of Halifax will be offered highlighting significant local connections to the War of 1812.
- the Sponsorship Committee will commence work earlier this year to seek corporate sponsorships as the target was not met last year in regard to such sponsorship
- the Corporate Sponsorship funding will go to the Tattoo Foundation from the Tattoo Society; the actuals transferred last year will be forwarded to the Committee
- information on what is included in "Other Income" will be forwarded to the Committee
- more information on the \$1 million in 2009/10 and the sharp decline since that time will be forwarded to the Committee
- negotiations are ongoing with the provincial Economic and Rural Development department for funding specifically for Group Sales as that is the area that has been a major contributor economically to this region; selling a package to bus operators for group tours to this area.

Councillor Uteck thanked the presenter and advised that a decision would be made upon completion of all presentations in March.

Mr. Jolliffe exited the meeting at 3:02 p.m.

The Committee agreed to deal with Item 7.1.2 at this time.

7.1.2 Disclosure Statement and FOIPOP Compliance

The October 19, 2011 staff report was before the Committee.

MOVED by Councillor Mosher, seconded by Mr. Brian Rose, that the Special Events Advisory Committee approve the wording and expanded use of disclosure statements for grants and contributions as detailed in the Discussion section of the October 19, 2011 staff report. MOTION PUT AND PASSED.

6.3.5 Shearwater East Dartmouth Minor Hockey Association (SEDMHA)

A copy of the SEDMHA presentation and budget information was before the Committee.

Mr. Wayne MacDonald, Chairman, and Mr. Bob Dulhanty, Treasurer/Recorder, for SEDMHA, presented a verbal update to the Committee. The request is for \$25,000.

Councillor Mosher exited the meeting at 3:14 p.m. Quorum was lost at this time.

Mr. MacDonald and Mr. Dulhanty responded to questions from Members of the Committee and provided the following information:

- some of the hockey teams do stay at the base and some at hostels
- the hotel information presented, estimated 4,665 room nights across HRM for the tournament, is the most up to date information for room bookings.

Councillor Uteck thanked the presenters for the information provided and advised that a decision would be made upon completion of all presentations in March.

7. REPORTS

7.1 STAFF

7.1.1 HRM Hallmark Event Grant Renewals

The January 11, 2012 staff report on HRM Hallmark Event Grant Renewals was before the Committee.

This matter was deferred to the March meeting pending completion of all presentations by grant applicants.

7.1.2 Disclosure Statement and FOIPOP Compliance

This item was dealt with earlier in the meeting. See page 7.

7.2 MEMBERS OF THE COMMITTEE

7.2.1 Requests for Re-Scoring

Councillor Uteck explained that the a request had come forward from the Titanic 100 event organizers and the Canadian National Basketball League All Star Weekend organizers for the Committee to consider re-scoring their applications based on new information as follows:

- Titanic 100: new event to be held in September
- Canadian National Basketball League All Star Weekend: new media coverage.

Ms. Denise Schofield, Manager, Community Development and Partnership, explained that the decision on whether or not to reopen the process would be the Committee's choice. Council would have to direct staff to rescore the applications and then return to the Special Events Advisory Committee who would then put forward a recommendation to Regional Council. If the Committee chooses to reopen the process, staff suggest that the request be for additional funding so as not to remove funding already in place. Rescission of the original motion would impact all groups associated with that motion who have already been awarded grant funding. Ms. Schofield cautioned that this was

not a decision to be taken lightly as once the process is reopened all other groups would have to be provided the same opportunity.

Councillor Uteck noted that there is a defined budget envelope for this program and that all applications are to be complete when brought forward to the Committee.

Discussion ensued on the issue with Members of the Special Events Advisory Committee expressing the following concerns:

- the Committee's grant award decision is based on the information presented on that particular date and time
- if Titanic 100 organizers have a new event for a different time of year they would have to subtract the impact of the previous application from the new event proposal and provide information on how many attendees will the new event attract and what new/additional benefit would there be associated with this new event
- a second kick at the can is not usual process as you come forward with the best information to date and propose what you need in regard to funding; if an aspect of an event is lost, HRM does not rescind any of the funding already awarded
- there is a specific policy in place that includes deadlines
- both applicants in question had been asked back to the Committee for further clarification on their applications, and; in regard to the Titanic 100 event applicants, each time they appeared before the Committee they amended the funding amount requested
- clarification was requested in regard to the HRM Charter and whether or not a group could return for more funding under the same fiscal year
- in regard to the Titanic 100 request, it is not possible to come forward with "new" information on an event that was not originally presented; this would be a new application
- the Committee should consider devising an "appeal process" for situations such as this in order to have a clear process defined.

In response to concerns raised, Ms. Schofield explained that if the request(s) had come forward prior to the matter being before Regional Council and prior to Council's decision, Regional Council could have been advised of the additional information at that time. This is the first time that a group has come back after the decision of Regional Council has been made.

Mr. Mike Gillett, Coordinator, Civic Events, clarified that the Titanic 100 event organizers have a new application for a new event so it would not be a rescoring of their previous application; this would be new scoring for a new event that staff would have to be directed by Council to review due to the program deadlines.

Due to a lack of quorum, no decision could be made at this time, therefore, the following motion was put forward for consideration at the March meeting: **MOVED by Councillor Dalrymple, seconded by Mr. Colin Richardson, that the Special Events Advisory**

Committee recommend to Halifax Regional Council that if a recommendation for funding has already been approved by Regional Council that recommendation stands and will not be reconsidered.

This matter was deferred to the March meeting.

The Committee agreed to deal with Item 5.1 at this time.

5.1 Proposed 2012 Meeting Schedule

A list of proposed 2012 meeting dates was before the Committee.

The Committee agreed to the following meeting dates for the months of March and April: March 7th and 28th, April 11th and 18th from 1:00 p.m. to 3:00 p.m.

8. DATE OF NEXT MEETING – March 7, 2012

9. ADDED ITEMS

See Item 2. Page 3

See Item 6.3.5, page 7.

See Item 7.1.2, page 7.

10. ADJOURNMENT

The meeting was adjourned at 3:42 p.m.

Chris Newson
Legislative Assistant

In Camera – NONE

Information Items

1. Upcoming Agenda Items
 - 1.1 Revised Special Events Grant Framework – *March 2012*
 - 1.2 Economic Impact Report – *March 2012*