

SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES

March 7, 2012

PRESENT: Councillor Sue Uteck, Chair
Councillor Barry Dalrymple, Vice-Chair
Councillor Gloria McCluskey
Mr. Colin Richardson
Ms. Dianne Kokesh
Mr. Timothy Rissesco
Mr. Brian Rose
Mr. Jonathan Wilkie

REGRETS: Councillor Linda Mosher
Mr. Stuart Jolliffe
Mr. Jeff Ransome
Ms. Lisa Monk

STAFF: Mr. Mike Gillett, Senior Coordinator, Civic Events
Mr. Andrew Cox, Coordinator, Civic Events
Mr. Paul Forrest, Coordinator, Civic Events
Ms. Chris Newson, Legislative Assistant

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1. CALL TO ORDER

Councillor Uteck, Chair, called the meeting to order at 1:02 p.m. in Halifax Hall, 2nd Floor City Hall, 1841 Argyle Street, Halifax.

2. APPROVAL OF MINUTES – February 15, 2012

MOVED by Councillor Dalrymple, seconded by Mr. Rissesco that the minutes of February 15, 2012, as presented, be approved. MOTION PUT AND PASSED.

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

Additions:

- 8.1 Halifax Comedy Fest and Nocturne at Night – Hallmark Event Status
- 8.2 Summer Festival Grant Program Sub-Committee

The agenda, as amended, was approved.

4. BUSINESS ARISING OUT OF THE MINUTES - NONE

5. CONSIDERATION OF DEFERRED BUSINESS

5.1 Rescoring Applications: Titanic 100, National Basketball League of Canada All Star Weekend

The motion drafted at the February 15, 2012 meeting, without quorum present, was before the Committee for consideration.

Discussion ensued on the proposed motion.

MOVED by Councillor Dalrymple, seconded by Councillor McCluskey that the Special Events Advisory Committee not consider requests for rescoring of an application once funding has been approved by Regional Council. MOTION PUT AND PASSED UNANIMOUSLY.

5.2 HRM Hallmark Event Grant Renewals

This matter was deferred pending completion of all presentations.

5.3 2012 Meeting Schedule

The Committee confirmed the following meeting dates: March 28 and April 11th.

Mr. Richardson gave regrets for the April 11th meeting.

6. CORRESPONDENCE, PETITIONS & DELEGATIONS

6.1 Correspondence - NONE

6.2 Petitions – NONE

6.3 Delegations

6.3.1 Halifax Jazz Festival

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

Ms. Heather Gibson, Ms. Kate Morrison and Ms. Lulu Healey, presented the proposed 2012 Halifax Jazz Festival event. The funding request was for \$45,000, the same amount as awarded in 2011. They then responded to questions from members of the Committee.

Ms. Gibson provided the following information in response to questions posed:

- the Halifax Jazz Festival has shown significant growth, however; 2011 was the worst year on record due to the weather conditions. The night time programming attendance remained steady although the daytime programming was reduced as well as earned revenue from items such as bar sales.
- one unexpected expense was the requirement for a grey water system at the waterfront location
- the missed net income is relatively manageable; donations were up however the missed infrastructure piece had an impact on the 2011 event (moving from Queen Street/Spring Garden Road area to the waterfront location)
- a fundraising initiative to be implemented by month end should place the event in a position of not being as concerned in regard to potential bad weather; other efforts to reduce costs include low risk programming and the use of existing infrastructure
- major sponsorship has been obtained with Porter Airlines and the Westin Hotel; more strategic partnerships such as these are being sought
- there will be more marketing outside HRM mainly through social media.

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

6.3.2 Scotia Festival of Music

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

Mr. Chris Wilcox presented the 2012 Scotia Festival of Music event then responded to questions from Members of the Committee. The event is now in its thirty-third (33rd) year. The request is for \$17,000; an increase of \$2,000 from the \$15,000 granted in 2011.

Mr. Wilcox provided the following information in response to questions raised:

- the PTAX is a line item for property tax; this amount does convert to zero based on the property tax program for non profits under By-Law T-228
- two of the fundraising days for the car raffle ran into the 2012 fiscal year therefore a deficit is showing for 2011 and surplus for 2012
- approximately 400 children from public schools participate in the event.

Councillor Uteck thanked Mr. Wilcox for his presentation and advised that a decision would be made following completion of all presentations.

6.3.3 Halifax Pride Festival

A copy of the presentation and 2012 budget information was before the Committee.

Councillor McCluskey requested that a financial report for the 2011 event be provided to the Committee.

Ms. Krista Snow, Chair, and Mr. Eric Sangster, Vice-Chair, for the Halifax Pride Event presented the 2012 programming and budget information then responded to questions from members of the Committee. The request is for \$50,000; a one time increase of \$25,000 for the 25th anniversary year.

Ms. Snow and Mr. Sangster provided the following information in response to questions raised:

- 2011 showed a surplus, a net income of \$9,000, the event is now debt free due to an extra \$27,000 being raised to cover outstanding debt owned to the city
- the 2011 budget information will be provided to the Committee
- \$25,000 from HRM has not been included in the 2012 budget as there is no guarantee that those funds will be available until approved by Regional Council
- attendance is being tracked at the event, however; there are groups contacting Halifax Pride from the New England states and across Canada for the 2012 event. Destination Halifax has been providing great assistance therefore more detail in regard to attendance will be available for next year.

Councillor Uteck thanked the presenters and advised that a decision would be made following completion of all presentations.

7. REPORTS - NONE

8. ADDED ITEMS

8.1 Halifax Comedy Festival and Nocturne at Night – Hallmark Event Status

Mr. Paul Forrest, Coordinator, Civic Events, explained that a decision of the Committee

in November/December 2010 was to defer all Hallmark Event applications to the 2013 fiscal budget pending approval of the proposed Revised Grant Funding Framework. All applications since that time have been on hold pending approval of the proposed revised funding framework.

Councillor Uteck advised that the proposed Revised Grant Funding Framework includes a category for SIGNATURE EVENTS which would provide a category for events such as Nocturne At Night which does not qualify for the existing Hallmark Event category. She explained that an option for the Committee's consideration would be to recommend that Halifax Regional Council consider implementing the proposed SIGNATURE EVENT category at this time, and; recommending that the Nocturne at Night event be considered a Signature Event.

Discussion ensued on the 2010 motion and options before the Committee. Members of the Special Events Advisory Committee expressed concern that other applicants for Hallmark Status have not been included in this discussion.

Mr. Forrest explained that the Nocturne at Night group had applied this year and the Halifax Comedy Festival have requested an update on their status. Currently, staff are not able to bring forward a recommendation in regard to Nocturne at Night other than to decline as they do not meet the requirements for a Hallmark Event and there are no other existing categories available to them.

Mr. Mike Gillett, Senior Coordinator, Civic Events, clarified that Nocturne At Night was provided \$40,000 from the Civic Events operating budget last year to implement HRM's public art program in conjunction with their event due to the mutually beneficial cost savings such as both events utilising the same advertising.

In response to questions from members of the Committee, Mr. Forrest advised that the remaining budget is approximately \$600,000.

Ms. Chris Newson, Legislative Assistant, advised the Committee that they should consider requesting a staff report on this matter that would provide all detail, including options for the Committee's consideration and budget implications, prior to making a decision.

MOVED by Mr. Brian Rose, seconded by Ms. Dianne Kokesh that the Special Events Advisory Committee request a staff report on the following two options:

- 1. Rescind the December 4, 2010 motion of the Committee and open up Hallmark Event applications for review in this fiscal year rather than wait to 2013, and; include information on the budget implications of this request;**
- 2. Bring forward the proposed Signature Event Category, as outlined in the proposed Revised Granting Framework Policy, for this fiscal year, and; include information on the budget implication of this request.**

MOTION PUT AND PASSED.

8.2 Summer Festival Grant Program Sub-Committee

Mr. Paul Forrest, Coordinator, Civic Events, explained the Committee's practice of appointing a Summer Festival Grant Program Sub-Committee to review applications and assist staff in preparing recommendations for the Committee's review. The composition of the Sub-Committee, as outlined in Schedule 1 of Attachment 3 of the March 23, 2007 staff report, requires three Councillors from the former county areas of HRM. Sub-Committees are comprised of existing Committee members, therefore; if sufficient Councillors were not current members of the Special Events Advisory Committee an appointment process would be required including final approval by Regional Council. The existing policy does not require a Sub-Committee.

Councillor Uteck advised that the Committee is being asked to consider discontinuing the practice of appointing a Summer Festival Grant Program Sub-Committee, and; requesting that applications for the Summer Festival Grant Program to be vetted through staff with a report submitted to the Special Events Advisory Committee with recommendations for Council's final approval.

MOVED by Ms. Dianne Kokesh, seconded by Councillor Dalrymple that the Special Events Advisory Committee discontinue the practice of appointing a Summer Festival Sub-Committee and request that staff review all applications for this category and provide a recommendation report to the Special Events Advisory Committee for review and recommendation to Halifax Regional Council.
MOTION PUT AND PASSED.

9. DATE OF NEXT MEETING – March 28, 2012

10. ADJOURNMENT

The meeting was adjourned at 2:24 p.m.

Chris Newson
Legislative Assistant

In Camera – NONE

Information Items

1. Upcoming Agenda Items
 - 1.1 Revised Special Events Grant Framework – *Spring 2012*
 - 1.2 Economic Impact Report – *Spring 2012*
 - 1.3 Halifax International Busker Festival Hallmark Event Presentation – *March 28, 2012*