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1. CALL TO ORDER

The Chair called the meeting to order at 1:03 p.m. in the Halifax Hall, 2nd floor, City Hall, Halifax.

2. APPROVAL OF MINUTES – June 12, 2013

MOVED by Councillor McCluskey, seconded by Mr. Richardson that the June 12, 2013 minutes be approved as presented. MOTION PUT AND PASSED.

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

MOVED by Councillor Dalrymple, seconded by Councillor McCluskey that the agenda be approved as presented. MOTION PUT AND PASSED.

4. BUSINESS ARISING OUT OF THE MINUTES- NONE

5. CONSIDERATION OF DEFERRED BUSINESS – Date

6. CORRESPONDENCE, PETITIONS & DELEGATIONS

7. REPORTS

7.1 We Day Event

A staff report dated July 3, 2013 was before the Committee.

Mr. Paul Forrest, Coordinator, Civic Events, provided a brief presentation to the Committee and responded to questions of clarification.

MOVED by Councillor Dalrymple, seconded by Mr. Rissesco that the Special Events Advisory Committee recommend that Halifax Regional Council approve a 2013/2014 payment of \$50,000 to fund the hosting fee for the We Day event from the Marketing Levy Special Events Reserve (Q315).

MOTION PUT AND PASSED UNANIMOUSLY.

7.2 Friends of the Halifax Common Exception Report

A staff report dated August 14, 2013 was before the Committee.

Mr. Forrest advised that the Friends of the Common have created a 2-3 day festival to celebrate the 250th anniversary of the Halifax Common. He noted that there will be a number of events held on the Halifax Common and the Friends of the Common are

looking to leave a few legacy pieces. In response to Councillor Johns, Mr. Forrest indicated that the event is not expected to draw a lot of people from outside HRM. He stated that it is more of a Halifax celebration and would fall under the major civic celebration category. Mr. Forrest advised that after staff had reviewed the application they had recommended an award of \$21,000.

Councillor Dalrymple wanted to know if the Friends of the Common group exists or is it the work of one or two individuals and if they had reactivated their non-profit society status with the Registry of Joint Stocks.

Ms. Elizabeth Taylor, Manager Events and Cultural Initiatives, stated that the Friends of the Common had have reactivated their non-profit society status. She advised that the Friends of the Common are a committee comprised of six individuals.

Mr. Rissesco requested information on how the Friends of the Halifax Common event differentiate from other community events around the Emera Oval and wanted to know if the Friends of the Common had entertained combining events with the Emera Oval.

In response, Ms. Taylor advised that the Friends of the Common did not seem interested in discussing the possibility of sharing events with the Emera Oval.

Mr. Richardson expressed concern regarding the financial request made by the Friends of the Halifax Common. He added that while he thought historical events are important, he felt that the event was of similar scale as other smaller community events.

In response to questions from the Committee, Mr. Forrest advised that both the federal and provincial governments have provided some funding.

Ms. Kokesh stated that she did not feel compelled that SEAC needed to provide a grant award to the Friends of the Common. She further added that it appeared that the Friends of the Common had already achieved their fundraising initiative.

Councillor Dalrymple added that he felt the request for funding was quite high and could not support the staff recommendation. He further added that he would be supportive of a reduced award.

Mr. Rissesco stated he felt the award should be closer to \$4,000 to \$5,000 based on similar community celebrations around HRM.

MOVED by Councillor Dalrymple, seconded by Mr. Rissesco that the Special Events Advisory Committee recommend that Halifax Regional Council approve a one-time event grant from the 2013/14 Marketing Levy Special Events Reserve (MLSER), Q315, in the amount of \$5,000 to the Friends of the Halifax Common Association to fund the event Celebrate the Common.

MOTION PUT AND PASSED UNANIMOUSLY.

7.3 Presentation on Proposed Revised Event Granting Policy

Councillor Johns noted that the proposed revision to the Event Granting Policy is an important topic to the Special Events Advisory Committee. He advised that staff was going to arrange a special meeting with any members not in attendance to get their input.

Ms. Taylor stated that there are gaps in the current policy and programs related to funding events in HRM. She added that staff have had a review of the past program and have come up with some new policies and programs and would be looking for input from the Special Events Advisory Committee. She stated that some of the current issues are:

- Overall process cumbersome and lacks clarity
- Category specific definitions too general
- Scoring system ineffective
- No appeal process
- No rollover "savings" allowance for future bids
- Lack of cultural event specific merit in scoring

She added that the new proposed Marketing Levy Special Events Reserve Program would fall under the following new categories:

- Annual application program
- 3-Year Funding Program (Hallmark Events program would dissolve into this category)
- Hosting Bid Program

Mr. Forrest provided information on each of the proposed categories. Some of the highlights he noted were that in the new proposed policy there would be no retroactive funding, redefined scoring categories, and score sheets that would reflect the different applications. Mr. Forrest explained that staff would incorporate feedback from SEAC and would bring forward a report for review.

Councillor Dalrymple applauded the proposed changes to the Event Granting Policy. He stated he was pleased to see the costs for Event Infrastructure and HRM Float maintenance removed from the Marketing Levy Events Reserve Fund.

Councillor McCluskey requested that events keep a record of hotel rooms that are booked during their event. She stated she was pleased on the three year funding program proposal.

Mr. Rissesco wanted to know if the definition of tourism under the new program would only be tied to hotel rooms. He suggested the definition should also consider cruise ship visits.

Ms. Kokesh wanted to know under the three year program, would there be a comprehensive post event report. She also wanted to know if someone would be able to ask for an increase during the three year program.

Mr. Forrest replied that there would be a standardized report for every group to fill out and return. He noted it would be comprehensive and in a template form to make it easier for groups to complete.

Ms. Taylor advised that groups would have to reapply for increased funding under the three year program. She further noted that consideration could be given if groups could indicate an unforeseen circumstance or opportunity.

Mr. Richardson wanted to know if under the annual application process if groups could apply to the three year program after receiving funds for consecutive years.

Ms. Taylor advised that groups could apply to the three year program.

Mr. Wilkie stated that he thought the proposal was well done. He requested information on the award thresholds, if staff could go back and check to see if it is consistent with the types of applications received in the past. He further added that he was interested to see how staff would come up with a formula on dealing with the financial requests from each group.

Councillor Johns stated that he was pleased to see that the HRM costs for maintenance and floats are being returned to HRM and not being taken from the MLSER. He wanted to know if a group under the three year funding category would also have the ability to fall under the exception clause or anniversary category.

In response, staff noted that the Committee would have an avenue to consider new information from groups. They added that if new information was provided, they would be able to award accordingly.

Councillor Johns wanted to know where sporting events fall into the new categories. He further requested that when staff has drafted the new scoring sheets, that they be brought back to the Committee for review. He also wondered if there was merit to having one cut-off date for all applications to the funding programs. The Councillor further requested that the new policy once implemented be brought back for review in five years.

Ms. Taylor advised that the majority of tourism events are sports. She also advised that the scoring sheets would be brought back to the committee. She added that it would be appropriate to have a review of the program in the future.

Councillor Johns requested that the Proposed Event Granting Policy be added to the next meeting agenda for further discussion.

8. **ADDED ITEMS - None**
9. **NEXT MEETING DATE – October 9, 2013**
10. **ADJOURNMENT**

The meeting was adjourned at 2:03 p.m.

Quentin Hill
Legislative Assistant