



**SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES
November 25, 2015**

PRESENT: Councillor Steve Craig, Chair
Councillor Steve Adams
Councillor Lorelei Nicoll
Mr. Jeff Ransome
Mr. Jason Bremner
Mr. Stuart Jolliffe

REGRETS: Ms. Laurie Sauers
Mr. Vishal Bhardwaj
Mr. Kevin MacIntrye

STAFF: Ms. Elizabeth Taylor, Manager, Culture & Special Events
Mr. Paul Forrest, Civic Events Coordinator
Ms. Cathy Collett, Legislative Assistant

The following does not represent a verbatim record of the proceedings of this meeting.

The agenda, supporting documents, and information items circulated to the Special Events Advisory Committee are available online: <http://www.halifax.ca/boardscom/seac/SEACAgendasMins.php>

The meeting was called to order at 9:01 a.m. and adjourned at 10:45 a.m.

1. CALL TO ORDER

The Chair called the meeting to order at 9:01 a.m. in the Media Room, City Hall, Halifax.

Election of Vice-Chair

The Chair called for nominations for the position of Vice Chair of the Special Events Advisory Committee.

MOVED by Mr. Stuart Jolliffe, seconded by Mr. Jason Bremner

THAT Councillor Stephen Adams be nominated Vice Chair of the Special Events Advisory Committee.

MOTION PUT AND PASSED.

The Chair called three times for any further nominations. There being none, it was:

MOVED by Mr. Jolliffe, seconded by Mr. Bremner

THAT nominations for the position of Vice Chair be closed.

The Chair declared Councillor Stephen Adams the Vice Chair of the Special Event Advisory Committee.

MOTION PUT AND PASSED.

2. APPROVAL OF MINUTES – October 14, 2015

MOVED by Mr. Jolliffe, seconded by Mr. Jeff Ransome

THAT the minutes of October 14, 2015 be accepted as presented.

MOTION PUT AND PASSED.

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

MOVED by Mr. Jeff Ransome, seconded by Mr. Jolliffe

THAT the order of business be approved as presented.

MOTION PUT AND PASSED.

4. BUSINESS ARISING OUT OF THE MINUTES – NONE

5. CONSIDERATION OF DEFERRED BUSINESS – NONE

6. CORRESPONDENCE, PETITIONS & DELEGATIONS - NONE

7. REPORTS

7.1 STAFF

7.1.1 Review of Administrative Order 2014-020-GOV and Special Events Advisory Committee Terms of Reference

The following was before the Committee:

- *Administrative Order Number 2014-020-GOV and Special Events Advisory Committee Terms of Reference*

Ms. Elizabeth Taylor reviewed the Committee's new Terms of Reference, explaining that the new program will change the composition of the committee. When the terms of the existing Committee members expire, the Committee will be composed of three Councillors, one appointed from each of the Community Councils and up to 6 Members at Large appointed by the Audit and Finance Standing Committee to include: one member from the Hotel Association of Nova Scotia, one member from Destination Halifax, one member from the Halifax Partnership, one member from the Restaurant Association of Nova Scotia, one member from the Business Improvements Districts, and one member from a business tourism organization.

Ms. Taylor responded to questions of clarifications from Committee members regarding the new Terms of Reference.

The Committee discussed the new Administrative Order Number 2014-020-GOV. Committee members commented on the following elements:

11. – "For the organization to be eligible for funding the event must: (a) provide an element of the event open to the general public to attend; (b) secure additional sources of revenue such as corporate contributions, donations, sales, and membership fees and must pursue other sources of public or private funding; (c) be held within the geographical boundaries of the Municipality; and (d) be fourteen (14) days or less in duration." – The Committee debated the finality of the term "must" in this clause and commented that if an exception was required, it would be possible for Regional Council to make a motion to go beyond the Administrative Order.

13. – "The following events are not eligible for funding: (a) consumer shows; (b) trade shows; (c) meetings; (d) seminars; (e) clinics; (f) symposiums; (g) public lectures; (h) fundraisers; (i) professional training and development; (j) educational initiatives; (k) banquets; (l) conferences; and (m) marketing initiatives." – Committee members commented that this point should stress that the events are not eligible for funding if their *primary function* is contained in the list of ineligible events, as many HRM funded events contain elements of the aforementioned type of events.

15. – "No portion of the grant shall be: (a) applied to staff wages, volunteer bursaries or honoraria; or (b) paid to members or officers of an organization's Board of Directors either directly or indirectly." – Committee members commented that this cannot be managed or audited. Ms. Taylor explained that this clause means that an event would need a budget that justified the requested funds with elements other than wages.

18. – "Retroactive funding will not be awarded." – Committee members commented that this has happened in the past and questioned what course of action will be taken to make sure it is no longer necessary. Ms. Taylor explained that the opening Grant Intake will take on December 7, giving more time to applicants.

30. (v) – "does not address major artistic concerns, such as artistic or editorial direction, declining quality of activity, or failure to achieve activity plan." – Committee members noted that it seemed odd for the Committee to have an opinion on artistic concerns. Ms. Taylor explained that there have been instances where a performance contained derogatory language towards citizens of HRM and that this clause enables such events to be identified as having a Concerned Status.

The Committee discussed the possibility of a strategic reduction in funds by 5% each year for the established events in order to make funds available to support new and emerging events. Ms. Taylor explained that it would not be possible for the Special Events Advisory Committee to adopt this as policy,

but that the practise could be reflected in the recommendations made to Regional Council regarding grant amounts; however, Regional Council makes the final decision on the disbursement of funds.

The Committee discussed the importance of holding a meeting to explain the new AO to the event organizers that depend on MLSER grants.

7.1.2 Staff Update – Marketing Levy Special Event Reserve (MLSER) Scoring Criteria

The following was before the Committee:

- *Draft 2016/17 Marketing Levy Special Event Reserve Grants Application Form for the Emerging Event Program*
- *Draft 2016/17 Marketing Levy Special Event Reserve Grants Application Form for the Signature Event Program*

Mr. Paul Forrest spoke briefly to the changes in the new MLSER Grant Application Forms.

The Committee reviewed drafts of the 2016/17 Marketing Levy Special Event Reserve Grants Application Form for both the Emerging Event Program and the Signature Event Program.

Committee members commented on different aspects of the draft forms and requested the opportunity to take a few days to review them and provide written comments before they are made public. Mr. Forrest agreed to receive comments from Committee members up until November 30, 2015, as the forms become public documents on December 7, 2015.

7.2 COMMITTEE UPDATES - NONE

8. ADDED ITEMS

9. DATE OF NEXT MEETING – December 9, 2015

The Committee discussed the logistics of a meeting that involves the event organizers and applicants that draw on MLSER funding.

10. ADJOURNMENT

The Committee adjourned at 10:45 a.m.

Cathy Collett
Legislative Support