



**SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES
May 18, 2016**

PRESENT: Councillor Steve Craig, Chair
Mr. Jeff Ransome
Mr. Stuart Jolliffe
Mr. Robert Logan
Mr. Gordon Stewart
Mr. Kevin MacIntyre
Mr. Bruce Holland

REGRETS: Councillor Steve Adams
Councillor Lorelei Nicoll
Mr. Vishal Bhardwaj

STAFF: Ms. Elizabeth Taylor, Manager Culture and Events
Mr. Paul Forest, 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 9:03 a.m. and adjourned at 11:40 a.m.

1. CALL TO ORDER

The Chair called the meeting to order at 9:11 a.m.

2. APPROVAL OF MINUTES – April 27, 2016

MOVED by Councillor Lorelei Nicoll, seconded by Mr. Stuart Jolliffe

THAT the minutes of April 27, 2016 be approved 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. Stuart Jolliffe

THAT the Order of Business be approved as presented.

MOTION PUT AND PASSED.

4. BUSINESS ARISING OUT OF THE MINUTES - NONE

5. CALL FOR DECLARATION OF CONFLICT OF INTERESTS - NONE

6. CONSIDERATION OF DEFERRED BUSINESS

6.1 Events Nova Scotia

Mr. Stuart Jolliffe informed the Committee that Events Nova Scotia will now be part of the Provincial Communities, Culture and Heritage Department. He commented that he and Ms. Elizabeth Taylor had a meeting with Mr. Neal Alderson regarding their new mandate and briefly updated the Committee on elements of the meeting.

The Committee discussed the importance of HRM working cooperatively with the Provincial Government; members commented that Canadian Sport Tourism should be a matter for discussion at the next meeting.

The Committee discussed the importance of having an events strategy and requested that the 2008 HRM Events Strategy and the Cameron Hawkins Report be circulated to Committee members prior to the next meeting. The Committee decided to discuss the possibility of refreshing the events strategy at the next meeting.

Councillor Craig indicated that he intended to give Notice of Motion at the next meeting of the Community Planning and Economic regarding a staff review of the current Events Strategy. Staff responded that the development of an Events Strategy is not currently one of the Business Unit deliverables for this year and that direction from Regional Council is needed to initiate this process. The Committee discussed potential methods for the development of an events strategy for Halifax.

7. CORRESPONDENCE, PETITIONS & DELEGATIONS – NONE

8. INFORMATION ITEMS BROUGHT FORWARD – NONE

9. REPORTS/DISCUSSION

9.1 STAFF

9.1.1 Discussion of Potential Amendments to Administrative Order 2014-020-GOV respecting Marketing Special Levy Event Reserve Grants

The following was before the Committee:

- An excerpt from the Regional Council Meeting video from May 10, 2016 re: Item 14.6.1 Marketing Levy Special Events Reserve (MLSER) Grant Report 2016.

Mr. Stuart Jolliffe left the meeting at 10:30.

The Committee discussed whether or not amendments may be required to the new Administrative Order for the Marketing Levy Special Event Reserve Grants. While acknowledging that there may be a few gaps in the program, Committee members agreed that if changes are necessary they should be made to the Administrative Order governing the Regional Special Events Grants, not the MLSER Grants.

Committee members commented on the importance of a valid assessment model and the need to address the issues with the Sports Tourism Economic Assessment Model (STEAM), specifically in terms of room night estimates. The Committee suggested that there may be a need to reeducate applicants on the importance of solid data with regards the application process.

9.2 COMMITTEE MEMBER UPDATES - NONE

10. ADDED ITEMS

11. DATE OF NEXT MEETING – June 15, 2016, 9:00 a.m., Halifax Hall, Second Floor, City Hall, 1841 Argyle Street.

12. ADJOURNMENT

The meeting adjourned at 10:51 a.m.

Cathy Collett
Legislative Assistant