

HALIFAX REGIONAL MUNICIPALITY

HALIFAX REGIONAL COUNCIL COMMITTEE OF THE WHOLE MINUTES

June 15, 2010

PRESENT: Mayor Peter Kelly
Deputy Mayor Brad Johns
Councillors: Steve Streach
Barry Dalrymple
David Hendsbee
Lorelei Nicoll
Gloria McCluskey
Darren Fisher
Bill Karsten
Jackie Barkhouse
Jim Smith
Mary Wile
Jerry Blumenthal
Dawn Sloane
Jennifer Watts
Russell Walker
Debbie Hum
Linda Mosher
Stephen Adams
Robert Harvey
Tim Outhit
Peter Lund
Reg Rankin

REGRETS: Councillor: Sue Uteck

STAFF: Mr. Wayne Anstey, Deputy Chief Administrative Officer
Ms. Mary Ellen Donovan, Municipal Solicitor
Ms. Cathy Mellett, Municipal Clerk
Ms. Chris Newson, Legislative Assistant

TABLE OF CONTENTS

1.	CALL TO ORDER.	3
2.	APPROVAL OF THE MINUTES - May 11 & 21, 2010.....	3
3.	4 PAD ARENA - COMMUNITY ACCESS PLAN.	3
4.	PROPOSED HRM EVENT STRATEGY & SERVICE DELIVERY PLAN.....	10
5.	ADJOURNMENT.....	17

1. CALL TO ORDER

The Mayor called the meeting to order at 1:08 p.m.

2. APPROVAL OF THE MINUTES - May 11 & 21, 2010

MOVED by Councillor McCluskey, seconded by Councillor Nicoll, that the minutes of May 11 & 21, 2010, as presented, be approved. MOTION PUT AND PASSED.

3. 4 PAD ARENA - COMMUNITY ACCESS PLAN

- An Information Report dated May 28, 2010 was before Council.
- A copy of the staff presentation was before Council.

Written submissions from the following persons were before Council: Greg Taylor, President, Dartmouth Whalers Minor Hockey Association, and Christina Lamey, President, Nova Scotia Women's Hockey League.

Mr. Doug Rafuse, Manager, Service Delivery, Community Development, presented the report. He advised that the 4 pad project was coming along nicely and on target. He then provided a high level overview of the ice allocation policy for the 4 Pad arena facility. Staff advised that they, and staff of Nustadia Recreation, have arranged time with Councillors regarding discussion on any specific bookings.

Councillors Harvey and Barkhouse entered the meeting at 1:10 p.m.

Councillor McCluskey requested clarification on whether or not the 4 pad arena was a regional facility. Mr. Rafuse responded that all arenas, including the 4 pad arena, are regional facilities.

Councillor Hendsbee entered the meeting at 1:12 p.m.

Mr. Rafuse advised that the immediate issue the 4 pad Ice Allocation Policy was to address was in regard to access, such as a shortage during prime time as well as gender equity. Many user groups have identified that their groups are growing but they were restricted due to the number of ice hours available. The current practice in HRM has been for historical bookings and other groups can often not get ice time due to this practice. Minor youth sports are favoured over adult users at the 4 Pad Arena. The Community Access Plan is attached to the staff report and consists of management and programming policies. The ice allocation policy is required to begin to determine wants versus needs.

The trend across Canada shows that HRM is not alone when it comes to the issues of aging infrastructure, lack of new builds, and growth in sports, particularly female sports. The first objective for Vancouver, BC and Kingston, ON is to operate equitably and in a fiscally responsible manner. They are also developing access policies. Mr. Rafuse advised that he had attended a session in Liverpool, Nova Scotia hosted by the Nova Scotia Health Promotion and Protection department, where it became evident that other areas of Nova Scotia were looking to HRM as an example in regard to an Ice Allocation Policy.

The Ice Allocation Policy of the 4 Pad Arena will work as follows:

1. Annually review list of participants per organization and consider gender/disability. Ice time not required must be returned back to Nustadia to be reassigned.
2. Consideration of sports recommended hours - standard of fair play for various age levels and athletic levels.
3. Equity among adult groups such as prime time.

Groups outside HRM will pay the full rate; adults in prime time will also pay the full rate to assist affiliated groups such as minor hockey programs, ringette, sledge hockey and lacrosse.

Councillor Sloane entered the meeting at 1:20 p.m.

188 prime time hours have been allocated to affiliated groups and the public with 32 to the adult programs.

The current issue is trying to determine the exact opening date. Currently, groups are double booked as they want to come to the 4 Pad but also remain booked with their current facility. Once the 4 Pad opens, there will be a domino effect that will then provide all the information staff requires to understand the need. The 4 Pad Arena is scheduled to open in early Fall 2010. The concrete curing will last for twenty-eight (28) days extending into August, with the ice being made at the end of August or early September and then a test of the system will be carried out to ensure the facility meets the LEED certification requirements. An exact opening date cannot be confirmed at this time.

Staff have advised from the beginning that the 4 Pad facility would not address all prime time needs for minor sports. A balance will be required between prime time demand and fiscal responsibility.

The Community Access Plan in the Ice Allocation Policy is for the 4 Pad facility only and is a living document requiring modification after the first year. There will be a learning curve involved. Data from the first year of operation will help determine policy for other facilities.

Councillor Hum entered the meeting at 1:24 p.m.

The long term arena strategy has three objectives/outcomes suggested but has now risen to five and are all inter-related:

1. Determine what the actual capacity need (until the domino effect happens this will not be known).
2. Capital - cost to refurbish other facilities and upgrade or build additional facilities.
3. Financial sustainability - the easy answer would be to build more rinks to satisfy the prime time requirement but that is not affordable.

The two additional outcomes added to the long term strategy are:

4. Determination of an overall HRM Ice Allocation Policy and Ice Transition Plan.
5. Rate structures - determine a reasonable minimum rate/fee structure.

In conclusion, Mr. Rafuse reminded Council that this was a high level overview of the Ice Allocation Policy for the 4 Pad Arena.

Deputy Mayor Brad Johns advised that the Facility Manager for the Sackville Sports Stadium had contacted him with grave concerns in regard to Phases 1, 2 and 3 and requested clarification that what a group is not getting in ice time this year will not affect them the next year or following year. As the proposed policy for the 4 Pad Arena could be the same policy for all ice surfaces, he requested clarification on what the policy would do to all sixteen arenas if HRM were to establish one ice policy.

Councillor Mosher entered the meeting at 1:27 p.m.

Mr. Rafuse advised that the proposed policy was for the 4 Pad Arena and could be adjusted/modified as required.

Mayor Kelly confirmed that it was not a one year policy and that it could be changed.

Deputy Mayor Johns inquired if Council wanted to change the policy, would HRM have a legal issue with Nustadia. Mr. Rafuse responded that no, HRM would not have a legal issue if they changed the policy.

Deputy Mayor Johns explained that what has happened in the past week is that the allocation policy has come forward as a suggestion that HRM wants to push adult times to shoulder time and give priority to sledge hockey or other groups. At the 4 Pad arena there is current negotiation with two hockey groups for prime time. People want to be sure that there is prime time ice available for adults. Concern was expressed that the new stadium has entered into an agreement with Mr. Charles Bourgeois for a hockey

school. There are a number of groups in Sackville being pushed out of prime time ice time in Sackville and they feel that the only alternative they would have to play during prime time would be to go to Bedford and pay a business from New Brunswick; they would be forced to pay that fee and league to play at that time. They have no problem with prime time being for youth or sledge hockey but do have a problem with feeling they are forced to support a New Brunswick based company. They would rather pay more for ice and not be forced to pay someone else. The groups also expressed concern with the living policy in that there would be no stability. These teams were instrumental in getting their facility built and are ready to give and take. Anyone can play on Rep hockey teams but there is a new type of hockey (experts or professional type) with training schools. He inquired if those types of schools were considered youth sports?

HRM has to look at trying to provide as much access to the general populace as possible. Mr. Rafuse explained that the policy is only for the 4 Pad arena and is not a policy for the other facilities. This will be a growing year where staff will learn what will need to be done at the facilities. There will be complaints, however, the issue of equity and access will have to be addressed at some point in HRM.

Deputy Mayor Johns noted that HRM now has more stadiums with more ice but also has more problems.

Mr. Rafuse advised that 188 hours were dedicated to youth and affiliated groups, and 32 hours to adult groups as the majority of hours are being dedicated to youth. He clarified that no one is being forced to join Mr. Bourgeois's league.

Mayor Kelly inquired, if there is prime time for adults but other minor hockey groups want that time, why not bump out the gentlemen's league and focus on youth.

Mr. Rafuse advised that Council could decide to make all prime time for youth but staff have tried to respond to all adult leagues who want prime time hours. Part of that decision was based on the assumption that a certain percentage of prime time would be at a higher rate to help pay for the youth.

In response to a question from Mayor Kelly, Mr. Rafuse advised that a small profit of approximately \$200,000 was forecast for the first year.

Mayor Kelly inquired why the \$200,000 would not be put back to support ice time for minor hockey. Mr. Rafuse explained that the funds could be used for debt repayment or to other arenas. More information would be available for Year 2.

Councillor Adams noted that Page 2 of the report indicates that staff will commence to spread the policy to all arenas in 2010/11.

Ms. Betty Lou Killen, Development and Planning, Service Delivery, advised that the intent was to commence discussion; it is a double edged sword. There must be further discussion at Council on how the policy is working and how it will create a more equitable ice surface throughout HRM. Adult access during prime time is important at the 4 Pad Arena, Sports Stadium, and the Spryfield Lions Rink. HRM requires a policy based on a formula and fairness for user groups. Input will come back and staff can say what the issues are and how to change them to make them more equitable.

Councillor Adams inquired how much it would cost per hour for ice time at the 4 Pad Arena. Ms. Killen advised that the cost would be:

- \$185 plus tax for affiliated groups;
- \$230 plus tax for adult;
- \$205 plus tax after 10:00 p.m;
- \$220 plus tax for the spring /summer season.

Councillor Adams noted that on Page 2 of the staff report, under the Background Section, the wording indicates that "Council approved construction of the 4 Pad Arena for two reasons with one being to address equitable access. He noted that he does not remember that motion and requested that staff provide the motion in regard to equity access. He referenced an e-mail from Mr. Greg Taylor who noted that Bedford Minor Hockey has 180 hours at the 4 Pad Arena.

Ms. Killen advised that she would confirm the information with Nustadia. She noted that part of what HRM has to do is to help people be smarter in where they are playing. The short term strategy is to help the Dartmouth Whalers Minor Hockey get access closer to Dartmouth.

Councillor Adams inquired if, under 1 and 2 in the report under Catch Up Stage, whether Bedford Minor Hockey was getting preferential treatment at the 4 Pad. Ms. Killen advised that staff are trying to consolidate as Bedford is currently renting ice time in eight other arenas in other regions and it is hoped that the ice would be reallocated to other groups closer to those facilities.

In response to Councillor Adams, Ms. Killen advised that Hockey Canada has created a standard of fair play in regard to age and skill of hockey players so there is a standard of fair play that cities can go to across Canada in regard to the reasonable amount of ice time required. There are some teams capable of renting 10 hours per week but others are not inclined or able to do so. Staff intends to follow the component of allocation relative to the Sport Allocation Levels.

Councillor Adams requested confirmation on the e-mail that had been sent to Councillor Fisher. He commented that he was never a fan of the 4 Pad as two surfaces would have been enough. He expressed concern with the direction that was being taken when you bring other groups and increase the usage and traditional players do

not have their accessibility.

Ms. Killen explained that the only groups getting more ice time were those that were under serviced initially such as ringette, sledge hockey and minor hockey. Minor hockey is not seeing a large increase in their ice time but they will see an increase for tournaments they are scheduling.

Councillor Karsten advised that perhaps Council is premature in discussing this matter when staff have said that they would arrange a meeting with Nustadia this Thursday. He suggested that staff come back to Council following that meeting and provide an update once the detail has been discussed with the stakeholders. Page 3 of the report seems to have triggered a contentious issue as it notes that Nustadia had completed a lengthy consultation process with user groups prior to responding to the 4 Pad Arena Request for Proposal (RFP).

The remaining concern stemming from Mr. Greg Taylor's e-mail was the perceived lack of consultation with the Dartmouth Whalers Minor Hockey Association. Mr. Taylor noted that he only met with Nustadia last week in regard to using nine hours of ice time at the 4 Pad Arena. Councillor Karsten inquired why Mr. Taylor had not been advised last week that he could still have those discussions with Nustadia as it would have made the last 24 hours much easier for Members of Council. He also noted that he had read the entire Community Access Plan and did not see any mention of Mr. Bourgeois and inquired where that issue came from and clarification on whether or not Mr. Bourgeois was retained by Nustadia.

Ms. Killen advised that Mr. Bourgeois had been retained by Nustadia to run a men's hockey program and that they had attempted to set up their own league for the Fall as they are experts in adult ice hockey programming. The position is not a full time position.

Councillor Walker noted that the reference to Mr. Bourgeois was found in an article on AllNovaScotia.com.

Councillor Karsten noted that four or five weeks ago, Council had approved the final member to the 4 Pad Advisory Committee as Council felt that it was important to have good representation on the Committee so a member was found from Dartmouth. He inquired if the Committee has met to discuss the issue.

Ms. Killen advised that Thursday's 8:30 a.m. meeting was for a discussion with Members of Council to clarify some statements that have been circulating and not a meeting with outside stakeholders beyond Council. In regard to the consultation mentioned in the report, Nustadia has completed what they defined as a lengthy consultation program prior to the presentation to Council in regard to the pent up need for an ice inventory. The Dartmouth Whalers Minor Hockey Association's nine hours is

an example of what needs to be discussed as there is a level of unhappiness and HRM cannot meet everyone's needs but is attempting to meet some of their needs. Nustadia has contracted with him in regard to the adult allocation. The 4 Pad Arena Facility Advisory Committee has not met yet but this will be a priority matter for them.

Councillor Walker explained that he has been involved with rinks for forty-one years and he was surprised to read that prime time hours were 188 in total. He inquired as to how the figure of 188 hours was obtained.

Mayor Kelly requested staff to explain the prime time and how many hours there were.

Ms. Killen explained that on Monday to Friday from 5:00 to 10:00 and Saturday and Sunday from 6:00 to 10:00 on all four pads equals 120 hours. 32 hours are designated to adult programming. There is a four hour difference as the adult allocation was moved back an hour on all four sheets four days per week.

Councillor Walker noted that the numbers do not come near 188 hours if you take off an hour Saturday and Sunday.

Ms. Killen advised that she would refer this matter to staff for clarification.

Councillor Walker inquired how much the non-prime time cost would be for the summer. Ms. Killen advised that all summer hours are prime time as it was difficult to sell non-prime time in the summer.

Councillor Walker explained that a facility could not be operated on prime time; it would be impossible. HRM has twelve to sixteen rinks now that are not making money or breaking even. If the formula is being broken up and everyone has less hours here and more hours for seniors and less for youth, unless HRM gets into the rink business, which Moncton, New Brunswick has done. You would not be able to run an ice league with changing the times and keeping track of the ice time. If you have two groups who want to work out two time slots they should be able to exchange ice times.

Mayor Kelly noted that Council was not pleased with the way this was going and requested when staff would provide clarification.

Ms. Killen explained that the Thursday morning meeting was intended to be a very detailed, in depth discussion on all the issues Council had received by e-mail. Staff had intended to speak today on the formula for Ice Allocation. She advised that the level of dissatisfaction was quite limited and the level of satisfaction in the attempts made to accommodate requests was quite high. There are user groups who have been able to have a certain allocation of ice time for 20 to 30 years. What is occurring is a change in how HRM has historically done business in its arenas and it is complicated.

Councillor McCluskey noted that Nustadia should have been in attendance today to answer to the concerns raised. There are some Councillors who are not available on Thursday morning. She suggested that the matter be deferred to next week as there are too many unanswered questions.

MOVED BY Councillor McCluskey, seconded by Councillor Sloane that the matter be deferred for one week until Nustadia can be in attendance to respond to questions of Council.

Councillor Adams suggested that Council continue on and forward a list of questions to Nustadia.

MOTION TO DEFER PUT AND PASSED.

Mayor Kelly advised Council to forward all their questions to staff by e-mail.

Councillor Mosher requested that the speaking order be kept for next week.

Councillor McCluskey requested to be added to the speakers list for next week.

4. PROPOSED HRM EVENT STRATEGY & SERVICE DELIVERY PLAN

- A report dated May 27, 2010 was before Council.

Mr. Andrew Whittemore, Manager, Community Relations & Cultural Affairs, Community Development, presented the report. He outlined the proposed strategic direction for events over the next ten years. HRM has built an enviable situation in regard to events, however; the event business is becoming increasingly competitive. Events are important to a city for economic reasons, to generate tourism dollars, to ensure a city with vitality, vibrancy, opportunity to experience culture and traditions and to learn new cultures and traditions. A major events strategy is needed to maximize opportunities in keeping with the Council focus areas.

HRM Civic Events staff are at capacity and require proactive leadership and additional resources to achieve the goals set out in the Strategy. Leadership is required in the areas of information management, analysis and research. Continued support from Council, to assign an Events Champion who would speak to events and establish a closer working relationship with service providers and stakeholders, is also required.

The goals of the Events Strategy are to: build on existing events to make them bigger and better; improve the financial support to existing events; and to foster new and innovative opportunities. Capacity building and training is important to ensure volunteers are well equipped and skilled. Evaluation of an event through an Event Performance Measurement survey is an important component. Leveraging new venues

is also important as well as expanding the event calendar. Competition in hosting major events requires a focus on major events hosting and specifically in establishing a single point of entry and a long term bidding strategy that would identify those events Council wanted to pursue.

The major event hosting strategy also proposes that HRM consider its service delivery model. A new external service provider would provide seamless, one stop service that HRM currently does not have. Fast paced decision making is required; a non government agency is proposed as HRM's existing administrative structure hinders a quick response in the competitive bid process. Staff believe the Trade Centre Limited (TCL) is a qualified not for profit with a proven track record and a commitment to expand HRM major hosting to build programs and putting HRM on the world stage.

Additional funding would not be required for 2010/11 or 2011/12, however; by year three, new funding would be required due to the proposed expansion into new events. Most of the funding could be achieved through a re-alignment of existing programs and services currently offered.

Further information will be brought to Council in the Fall of 2010 in regard to emerging events, returning events, a new grant application process for 2011, as well as a review of the Marketing Levy Special Events Reserve in regard to a business case for its use for new opportunities.

In regard to governance, staff are recommending that Regional Council expand the Special Events Advisory Committee's scope, to include policy as well as granting and expand its membership to include government representatives to ensure for coordinated decision making. The addition of the three new members would provide the expert advice on cultural events, sport hosting and marketing. Although there are Committees established by Council to oversee some of the existing major Civic Events, the approach is inconsistent and the Committees run into challenges based on the rules that guide them. The Major Events Hosting Strategy recommends moving to a more ad hoc event planning model that would eliminate the Committee of Council for some major Civic Events. A new executive panel is also proposed that would be Chaired by HRM's Chief Administrative Officer or Deputy Chief Administrative Officer and enable him to work with staff in regard to conflicting policies that may create a hurdle.

MOVED by Deputy Mayor Johns, seconded by Councillor Walker that Halifax Regional Council:

- 1. Adopt the Event Strategy as provided in Attachment 1 of the staff report dated May 27, 2010.**
- 2. Negotiate a Service Agreement with Trade Centre Limited to provide major**

and sport event hosting services for up to 3 - years, and agree to fund this program by:

- a) Amending the Major Facility Reserve Business Case (Q319) to permit the annual transfer of an operating grant of \$150,000 to TCL for up to a three year period, contingent on availability of Reserve Funds;
- b) Transfer \$200,000 (or 7% of the MLSER Q315) beginning in 2011 to TCL to assist in the execution of major and sporting hosting events, for up to a three year period, contingent on the availability Reserve Funds.

Councillor Karsten advised that he could not support that a municipality, regardless of its size, would have special events as a core service as noted on Page 5 of the staff report. He agreed with the Trade Centre Limited (TCL) being involved and with the use of the marketing levy reserve funds.

MOVED by Councillor Karsten, seconded by Councillor Nicoll that Page 5 of the staff report be amended by removing the wording “*event delivery is a Core Service*” from the Service Delivery Plan and include the wording “*event delivery is an important service in HRM*”. MOTION TO AMEND PUT AND PASSED.

The amended motion would now read as follows:

MOVED by Deputy Mayor Johns, seconded by Councillor Walker that Halifax Regional Council:

1. **Adopt the Event Strategy as provided in Attachment 1 of the staff report dated May 27, 2010 with the following amendment: *Page 5 of the report to be amended by removing the wording “event delivery is a Core Service” from the Service Delivery Plan and include the wording “event delivery is an important service in HRM*’.**
2. **Negotiate a Service Agreement with Trade Centre Limited to provide major and sport event hosting services for up to 3 - years, and agree to fund this program by:**
 - a) **Amending the Major Facility Reserve Business Case (Q319) to permit the annual transfer of an operating grant of \$150,000 to TCL for up to a three year period, contingent on availability of Reserve Funds;**
 - b) **Transfer \$200,000 (or 7% of the MLSER Q315) beginning in 2011 to TCL to assist in the execution of major and sporting hosting events, for up to a three year period, contingent on the availability Reserve Funds.**

Councillor Fisher noted that he was in support of the proposal and that it was important to have events year round.

In response to questions by Councillor Fisher, Mr. Whittemore advised that the strategy was recommending ad hoc Committees rather than those requiring governance by Regional Council. He noted that some of the Committees would not be supported by administration as they would be very intensive and the demands placed on the Municipal Clerk's office would be extreme. The existing Natal Day/Canada Day Committees, for example, are very valued and would continue but in another form. These groups would be transitioned to staff committees. Those events requiring "bidding" would go through the TCL. The strategy does not speak to the requirement for major events to provide a legacy, however; most have a legacy as a component of their application.

Councillor McCluskey acknowledged her support for the TCL as a service provided given their experience and success. She agreed that there should be events/functions occurring year round throughout HRM.

Mr. Whittemore clarified that the Civic Events Staff and the Municipal Clerk's Office would continue to support the Special Events Advisory Committee with the work being done mostly by the Civic Events Staff. The hope is to enable the groups to adopt a more flexible decision making structure than is currently available under Administrative Order 1.

In response to Councillor Dalrymple, Mr. Whittemore advised that smaller events, such as National Baseball Championships/Tournaments, would continue to be dealt with through the HRM Events Staff and local committees.

Councillor Dalrymple concurred with the proposed different levels of support as volunteer groups are frustrated by the HRM administrative process. Every group/organization would be happy to have HRM involvement in events, however; the requirements around permits, funding, and facilities create frustration. Utilizing the TCL's resources would make an incredible difference in the administration of Festivals and Events thereby enabling HRM to apply for more Atlantic Championship type events.

Councillor Mosher advised that she was in support of the staff proposal, in particular the performance measures, as grants are given out and then have to be defended by Council to the public. She acknowledged her agreement with the proposal outlined on Page 27 for "merging event grants". She explained that events such as the Dingle Beach Party costs at least \$10,000 annually yet only receives \$1,000 from HRM.

Councillor Sloane advised that she was in support of the proposal. Although funding events may not be considered a core service, making HRM a place that people want to live, work and play is important. She indicated that HRM needs TCL to assist as TCL has expertise in this area. She suggested that this proposal be used as a model by other HRM departments.

Councillor Watts advised that she had some concerns although she was in support of establishing a strategy as smaller festivals and local events required support. She noted that setting a long term context for what public spaces will look like, such as the North Common, and the character of HRM, was also important. Supporting the culture and community events is very important, however; HRM has to be careful in regard to major events. She noted the lack of public involvement in the proposal put forward by staff and inquired as to what form public consultation had taken with regard to the Strategy.

Councillor Watts requested clarification regarding the reference to new developments on Page 18 of the staff report in regard to the Seaport. On Page 19, she requested clarification on “flat space to host tented villages” and whether that implied the North Commons. She expressed concern with having only one Councillor as Champion as having a critical eye and the ability to stand back and consider if the event were truly in the best interests of HRM was important.

Mr. Whittemore clarified that much of the information provided by the Consultant, in regard to the Major Event Strategy, was gathered prior to the staff report being developed and had identified the Commons as a good area for events. Staff are not suggesting any further development for either the Common or the Seaport other than what has already been approved by Council. The community requested the concept of a Council Champion.

Mayor Kelly clarified that “Council Champion” refers to all of Council.

Councillor Nicoll advised that she was in support of the staff proposal especially in regard to the transparency around grants. She noted that she shared Councillor Watts’ concerns with a Champion as all Members of Council work with volunteer committees. . Currently, the process varies as some events are sponsored by Council without a volunteer base and some are carried out by staff. The most challenging aspect is explaining to a volunteer group that a specific event is for the good of the community. She expressed concern with the future of local events when volunteer support wanes.

Mr. Whittemore clarified that HRM cannot be present at every event, however; through HRM’s Community Relations and Cultural Affairs, they do recruit and manage volunteers. The best approach is to ensure the volunteer groups are aware of what is available to them with HRM monitoring and assisting with recruiting new members. It is important to ensure that HRM has programs and rewards to acknowledge the

volunteers.

Councillor Nicoll noted the importance of having a youth representative on the Special Events Advisory Committee or Event Plan as a succession strategy.

Council recessed at 3:14 p.m.

Council reconvened at 3:28 p.m.

Councillor Lund agreed that an improved governance model and service delivery was required and that it was important for Council to receive an annual or bi-annual report from the Special Events Advisory Committee to ensure the money was being well spent.

Councillor Wile entered the meeting at 3:31 p.m.

In response to questions by Councillors Lund and Hum, Mr. Whittemore explained that:

- funding would be from the Marketing Levy Reserve and \$300,000 from ACOA to the TCL.
- TCL's mandate will change to doing events bidding/hosting/attraction for all of Nova Scotia. The option before Council will secure specific focus on HRM.
- The survey result showed general consent by the other stakeholders.
- Further dialogue will be held with Destination Halifax.
- TCL would have a branch with Federal and Provincial representatives at the table and would lead the strategy concerning events.
- Discussion concerning the new Trade/Convention Centre is ongoing, therefore; if Council were to support the proposed strategy, it would not commit HRM to supporting or committing financially or in principle to a new Trade/Convention Centre. The proposed major events hosting strategy does speak to the need for a new convention centre.

Deputy Mayor Johns assumed the Chair at this time.

Mayor Kelly left the meeting at 3:36 p.m.

- the TCL will focus on major bidding for events as they come along. Currently, staff do not have the ability to respond as quickly as they would like to for these type of events.

Mayor Kelly resumed the Chair at 3:39 p.m.

Mr. Wayne Anstey, Deputy Chief Administrative Officer, clarified for Councillor Hum that the proposed major events hosting strategy has nothing to do with the new convention centre. A new convention centre would give HRM a larger facility to host/attract events, however; in terms of sporting events, the Metro Centre is more of an attraction than the convention centre.

In response to questions from Councillor Walker, Mr. Whittemore advised that:

- TCL will provide Council with an annual business plan through the Special Events Advisory Committee
- TCL will advise Council on an annual basis what events they are going to pursue.
- Council will be able to add or subtract an event from the TCL list.
- the \$150,000 is money currently available from the Major Event Reserve and is the surplus from the Metro Centre that could be transferred to TCL.

Councillor Walker expressed concern that the proposed strategy would be an arms length from Council and he could not see how this would benefit the groups that are not funded under the present formula.

In response to Councillor Blumenthal, Mr. Whittemore noted that a stadium was identified by the Consultant, however; staff were not recommending a stadium at this time.

In response to Councillor Smith, Mr. Whittemore advised that the changes for the Special Events Advisory Committee are expected to take place by September. The new position was not part of the discussion before Council as no funding would be required as it would be funded through the Market Levy Special Event Reserve.

Councillor Smith expressed concern with using money from the Market Levy Special Event Reserve for a new position. Although the fund is not taxpayers money, Council are still the stewards of that money.

In response to a concern raised by Councillor Watts, Mr. Whittemore clarified that the new performance and auditorium centre was raised, during the consultation process, as a long term need once the Rebecca Cohn reaches the end of its life.

Councillor Watts expressed concern with not having the economic analysis supporting some events such as the Concerts on the Commons, and inquired whether economic analysis reports would now be brought to Council. She also expressed concern with decision making on the fly with TCL only reporting annually to Regional Council. She advised that she would prefer that the issue of a Champion not go forward.

In response to a question by Councillor Watts, Mr. Whittemore advised that the bidding process would occur over many years prior to the event; those events will be highlighted in an annual report to Regional Council and TCL will be providing the economic input information.

Deputy Mayor Johns noted that the proposed strategy would be for a three year commitment to the TCL and if Council felt they were not getting value for their dollar they could consider another organization such as Destination Halifax following the three year period.

In response to Deputy Mayor Johns, Mr. Whittemore clarified that the \$150,000 was from the Major Event Reserve and the \$200,000 was from the Market Levy Reserve. The \$150,000 is the surplus from the Metro Centre that would be transferred back to TCL.

Mr. Whittemore advised that the service agreement will be brought before Council for approval and will provide more detail in regard to the funding and reporting questions.

MOTION PUT AND PASSED.

5. ADJOURNMENT

The meeting was adjourned at 3:58 p.m.

Cathy J. Mellett
Municipal Clerk