

HALIFAX REGIONAL MUNICIPALITY

SPECIAL EVENTS ADVISORY COMMITTEE

MINUTES

September 19, 2007

PRESENT:

Councillor Sheila Fougere
Councillor Dawn Sloane
Councillor Brad Johns
Mr. Brian Rose, Halifax Chamber of Commerce
Mr. Richard O'Beirne, Hotel Association of Nova Scotia
Ms. June Buchanan, Cultural Advisory Committee
Mr. Shalom Mandaville, Cultural Advisory Committee
Mr. William Mont
Mr. Douglas MacDonald

REGRETS:

Mr. Brad Smith, Greater Halifax Partnership
Mr. Stuart Joliffe, Destination Halifax

**STAFF AND
OTHERS:**

Mr. Andrew Whitemore, Acting Manager, Civic Events,
Community Development
Mr. Andrew Cox, Coordinator, Civic Events
Mr. Mike Gillett, Coordinator, Civic Events
Mr. Grant MacDonald, Events Halifax
Mr. Jonathan Hayes, Civic Events
Ms. Chris Newson, Legislative Assistant

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1. CALL TO ORDER

The Chair called the meeting to order at 12:15 in the Greater Halifax Partnership Boardroom, 1969 Upper Water Street, Halifax.

2. ELECTION OF CHAIR / VICE-CHAIR

Nominations were received for the position of Chair for the 2007/2008 term. Councillor Sheila Fougere accepted the nomination.

MOVED BY Mr. Doug MacDonald, seconded by Councillor Brad Johns that nominations cease. MOTION PUT AND PASSED.

MOVED BY Councillor Brad Johns, seconded by Councillor Dawn Sloane that Councillor Shelia Fougere be elected as Chair. MOTION PUT AND PASSED

Nominations were received for the position of Vice-Chair for the 2007/2008 term. Mr. Doug MacDonald accepted the nomination.

MOVED BY Councillor Brad Johns, seconded by Mr. Shalom Mandaville that Mr. Doug MacDonald be elected as Vice-Chair. MOTION PUT AND PASSED.

3. APPROVAL OF THE MINUTES - July 12, 2007

MOVED BY Mr. Shalom Mandaville, seconded by Mr. Doug MacDonald that the minutes of July 12, 2007, as presented, be approved. MOTION PUT AND PASSED.

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

MOVED BY Mr. Bill Mont, seconded by Mr. Shalom Mandaville that the agenda, as presented, be approved. MOTION PUT AND PASSED.

5. BUSINESS ARISING FROM THE MINUTES

5.1 Proposed Presentation Protocol

Mr. Mike Gillett, Coordinator, Civic Events, presented a verbal overview of the proposed presentation protocol for the Special Events Advisory Committee (SEAC) meetings. The

following points arose from the ensuing discussion:

- Councillor Johns suggested that presentations be limited to only two per meeting with adequate time allotted for the presentation; three and a half minutes is not long enough for a presentation.
- Mr. Brian Rose expressed concern that the time allotted (3.5 minutes) for each presentation was too short.
- Councillor Dawn Sloane suggested that presentations be limited to no less than two and no more than five presentations per meeting.
- Mr. Bill Mont requested a presentation Briefing be included in the Committee's agenda packages for review prior to the meeting.

MOVED BY Councillor Dawn Sloane, seconded by Mr. Shalom Mandaville that the presentation protocol, as amended, be approved. MOTION PUT AND PASSED.

5.2 Budget Overview and Process

Mr. Andrew Whittemore, Acting Manager, Civic Events, Community Development, presented the previous grant budgets used by HRM for the following grant programs: Festivals & Events, Summer Grants, and the Special Event Reserve.

Mr. Mike Gillett, Coordinator, Civic Events, explained the scoring process (criteria) used to determine the amount of funding to be awarded per event.

MOVED BY Mr. Shalom Mandaville, seconded by Mr. Doug MacDonald, that the scoring process for event funding columns add up to 100. MOTION PUT AND PASSED.

Councillor Fougere advised that it be made very clear to applicants that late applications will only be considered if funding is still available.

The Committee agreed that staff are to forward

Councillor Fougere responded to Mr. Bill Mont that if a situation occurred where the Committee would be discussing funding for an event that he may be involved with, he would have to declare a conflict of interest and excuse himself from that portion of the meeting dealing with the issue.

Councillor Sloane, commenting that communication is an important issue, suggested a letter be sent to previous applicants informing them that the application process has changed. Upon further discussion of the issue, the Committee agreed that sending application letters to previous applicants sets a precedent and gives false hope that they will be guaranteed funding. The Committee agreed to forward previous applicants the same information that will be made available to the public in regard to the changes to the

program.

MOVED BY Mr. Shalom Mandaville, seconded by Mr. Doug MacDonald, that the Special Events Advisory Committee recommend that:

1. A Subcommittee be established to assist staff in screening and evaluating applications;
2. The application deadline for Festival & Events Grants be changed to January 31st;
3. There be no appeal process;
4. No letter be sent to previous applicants.

MOTION PUT AND PASSED.

Councillor Dawn Sloane suggested a Press Release be prepared ahead of time to explain the new application process to applicants.

MOVED BY Mr. Doug MacDonald, seconded by Mr. Brad Smith, that staff develop a public communiqué advising of the changes to the application process and that the public communiqué be forwarded to previous applicants due to the change in deadlines. MOTION PUT AND PASSED.

5.3 Major Event Hosting Strategy

Due to time constraints, this item was deferred to the next meeting.

The Committee agreed to deal with Item 7.2.1 Clipper Ship Race at this time.

7. REPORTS

7.2 Event Presentations

7.2.1 Clipper Ship Race

Mr. Grant MacDonald, Events Halifax, made a presentation requesting grant funding for the 2007/08 Clipper Ship Race. The following are highlights of his presentation:

- Clipper ships will arrive in Halifax in June 2008.
- The requested funding will be used to engage local residents.
- Trade missions and visits to Halifax will be an outcome of this event.
- This ship will be a ten-month billboard used to promote Halifax to the world.
- This is an economic development opportunity.

- Media can be included on the ship, website is www.clipperroundtheworld.com
- There will be a combination of gated and un-gated events with an educational component offered while the ship is in port in Halifax.
- The event will generate \$4 million in economic impact and 4,000 room nights.

In response to question of the Committee, Mr. MacDonald advised that:

- There are ten ships in the race.
- Halifax will benefit from inbound and dockside activity attracted by the ship's presence; inclusion in all official activities; the ship is named "HALIFAX" .
- The amount requested is \$50,000.
- The Clipper Ship race has been operating for eleven years.

Councillor Fougere thanked Mr. Grant MacDonald for his presentation and advised that the Committee would inform him of their decision by end of the day.

Mr. MacDonald exited the meeting at this time.

Following discussion by the Committee on the presentation, it was **MOVED BY Councillor Dawn Sloane, seconded by Mr. Doug MacDonald that the Special Events Advisory Committee defer decision on funding for this event pending a response to the following:**

1. What is the event program,
2. What are the planned dockside events,
3. How will the \$50,000 be utilized,
4. Provide examples of benefits to other cities visited by the Clipper Race,
5. What is the value to HRM for the money; who would be the beneficiaries of the funding,
6. Clarification on gated and un-gated events.

MOTION PUT AND PASSED.

6. **CONSIDERATION OF DEFERRED BUSINESS - NONE**

7. **REPORTS**

7.1 **Summer Festival Grant Committee**

Due to time constraints, this item was deferred to the next meeting.

7.2.1 **Clipper Ship Race**

This item was dealt with earlier in the meeting. See above (page 6).

7.2.2 Comedy Festival

Due to time constraints, this item was deferred to the next meeting.

7.2.3 Bluenose Festival

Due to time constraints, this item was deferred to the next meeting.

7.2.4 Blues Festival

Due to time constraints, this item was deferred to the next meeting.

8. ADDED ITEMS

8.1 Scotia Music Festival

Due to time constraints, this item was deferred to the next meeting.

8.2 Atlantic Film Festival

Due to time constraints, this item was deferred to the next meeting.

8.3 Halifax Explosion

Due to time constraints, this item was deferred to the next meeting.

8.4 Shore to Shore

Due to time constraints, this item was deferred to the next meeting.

8.5 Terms of Reference

Due to time constraints, all added items were deferred to the next meeting.

9. DATE OF NEXT MEETING

October 17, 2007 - 12:00 noon at Halifax Hall, 2nd Floor City Hall.

10. ADJOURNMENT

The meeting adjourned at 2:40 p.m.

Jonathan Hayes
Civic Events