

SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES

WEDNESDAY, OCTOBER 13, 2010

PRESENT: Deputy Mayor Brad Johns, Chair
Mr. Douglas MacDonald, Vice-Chair & Member at Large
Mr. Timothy Rissesco, Member at Large
Councillor Lorelei Nicoll
Councillor Dawn Sloane
Mr. Brian Rose, Halifax Chamber of Commerce
Mr. Stuart Jolliffe, Destination Halifax
Mr. Jonathan Wilkie, Greater Halifax Partnership

REGRETS: Mr. Jeff Ransome, Hotel Association of Nova Scotia
Ms. Sally Camus, Member at Large
Mr. Bill Mont, Member at Large (*absent*)

STAFF: Mr. Andrew Whittemore, Manager, Community Relations and Cultural
Affairs, Community Development
Mr. Mike Gillett, Coordinator, Civic Events, Community Development
Mr. Andrew Cox, Coordinator, Civic Events, Community Development
Mr. Billy Comer, Coordinator, Civic Events, Community Development
Ms. Chris Newson, Legislative Assistant

Table of Contents

1. CALL TO ORDER.....	3
2. APPROVAL OF MINUTES - April 14, 2010 and June 9, 2010	3
3. APPROVAL OF ORDER OF BUSINESS AND APPROVAL OF ADDITIONS AND DELETIONS	3
4. BUSINESS ARISING OUT OF THE MINUTES	3
5. MOTIONS OF RECONSIDERATION - NONE.....	3
6. MOTIONS OF RESCISSION	3
7. CONSIDERATION OF DEFERRED BUSINESS	3
7.1 Nova Scotia International Air Show	3
8. CORRESPONDENCE, PETITIONS & DELEGATIONS - NONE	3
9. REPORTS	3
9.1 Staff.....	3
9.1.1 Draft Revised Granting Framework Policy	4
10. MOTIONS.....	5
11. ADDED ITEMS	5
12. NOTICES OF MOTION	5
13. DATE OF NEXT MEETING	5
14. ADJOURNMENT	5

1. CALL TO ORDER

Deputy Mayor Brad Johns, Chair, called the meeting to order at 12:39 p.m. in Halifax Hall, 2nd Floor, City Hall, Halifax.

2. APPROVAL OF MINUTES - April 14, 2010 and June 9, 2010

MOVED by Mr. Stuart Joliffe, seconded by Councillor Dawn Sloane that the minutes of April 14th and June 9th, as presented, be approved. MOTION PUT AND PASSED.

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

The agenda, as presented, was approved.

4. BUSINESS ARISING OUT OF THE MINUTES - NONE

5. MOTIONS OF RECONSIDERATION - NONE

6. MOTIONS OF RESCISSION – NONE

7. CONSIDERATION OF DEFERRED BUSINESS

7.1 Nova Scotia International Air Show

The Legislative Assistant explained that the June 9th minutes indicate that the proposed recommendation to award a \$30,000 grant to the Nova Scotia International Air Show (NSIAS) would be decided at the next Special Events Advisory Committee meeting, however; on June 15th, the matter was raised at Regional Council and a motion was passed awarding the NSIAS a grant of \$30,000.

The matter is now concluded.

8. CORRESPONDENCE, PETITIONS & DELEGATIONS - NONE

9. REPORTS

9.1 Staff

9.1.1 Draft Revised Granting Framework Policy

A draft of the Revised Granting Framework Policy was before the Committee.

Mr. Andrew Whittemore, Manager, Community Development, assisted by Mr. Billy Comer, Coordinator, Civic Events, presented the proposed revised Granting Framework Policy. Highlights of the presentation are as follows:

- grants are for events that showcase HRM's creative community, heritage, and culture with priority placed on events that advance one or more of the following priority outcomes: Community Engagement, Community Cultural Development, Tourism Development, Sport Tourism Development, Creative Economic Development
- programs funded through HRM's Operating Fund are: Signature Major Community Events, Emerging Major Community Events and District Community Events
- programs funded through the Marketing Levy Reserve Fund, the fund of primary concern for the Special Events Advisory Committee, are: Hallmark Events, Signature Events, Emerging Events, Special Events, Major Event Hosting (Hosting Grant), Major Event Hosting program (BID Development), Municipal Services Underwriting Program and the Marketing Sponsorship Program
- Sporting and Major Hosting Events, with the exception of Hallmark Events, will be managed by the Trade Centre Limited (TCL) for events not to exceed a fourteen (14) consecutive day maximum

The Committee suggested that staff consider the following amendments and that a revised draft of the policy be presented at the next Special Events Advisory Committee meeting on November 10, 2010:

- under the Hallmark Event category: change "*direct progress support*" to "*direct progress service*".
- ensure that the \$200,000 provided by HRM for the Major Event Hosting Program stays in HRM now that it is *Events Nova Scotia* and not *Events Halifax* distributing the funding; emphasis that the funding is for events planned for, and delivered in, HRM as per the current criteria
- ensure that event organizers are well aware of the changes and timelines
- consider a name change for the Sports Panel as it may be a tender point for some due to past issues

The Special Events Advisory Committee requested that they review the "*Strategic Plan*

/ *Service Agreement*” being proposed between HRM and the Trade Centre Limited.

The Committee further suggested that:

- grants under \$100,000 be considered by the Special Events Advisory Committee and that grants over \$100,000 be forwarded to the Trade Centre Limited
- ensure there is clear communication and good working conditions between HRM and the Trade Centre Limited and that there be a quarterly or biannual report from the Trade Centre Limited to HRM
- change “*must attract attendees*” to “*must attract attendees and audience*”.
- change the dollar amount for the minimum marketing budgets to a percentage of the minimum budget for the event
- confirm whether there would be flexibility with the maximum costs to secure an event as it may cost more now, and in future, to draw an event such as the Junos
- ensure there is a reserve that could be accessed quickly in order to bid on a major event at short notice; ensure that the reserve is secure and continues to be replenished/enhanced
- the Committee requested staff consider whether groups already awarded a grant or other funding from HRM would still be eligible for the Municipal Services Underwriting Program
- under the MARKETING SPONSORSHIP PROGRAM, consider offering municipal marketing services; have the event organizers offer the creative marketing concepts for HRM to market through their own resources such as Destination Halifax.

Staff agreed to provide a revised Grant Framework Policy for the November meeting.

10. MOTIONS - NONE

11. ADDED ITEMS - NONE

12. NOTICES OF MOTION - NONE

13. DATE OF NEXT MEETING – November 10, 2010

14. ADJOURNMENT

The meeting was adjourned at 2:13 p.m.

Chris Newson

Legislative Assistant