

HALIFAX REGIONAL MUNICIPALITY

SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES

APRIL 11, 2012

PRESENT: Councillor Sue Uteck, Chair
Councillor Barry Dalrymple, Vice-Chair
Councillor Gloria McCluskey
Councillor Linda Mosher
Mr. Stuart Jolliffe
Mr. Jonathan Wilkie
Ms. Dianne Kokesh
Mr. Timothy Rissesco

REGRETS: Ms. Lisa Monk
Mr. Colin Richardson
Mr. Brian Rose
Mr. Jeff Ransome

STAFF: Mr. Brad Anguish, Director, Community and Recreation Services
Ms. Denise Schofield, Manager, Community Services and Partnerships
Mr. Jerry Blackwood, Manager, Revenue
Mr. Mike Gillett, Senior Coordinator, Civic Events and Films
Mr. Andrew Cox, Coordinator, Civic Events
Mr. Billy Comer, Coordinator, Civic Events
Mr. Paul Forrest, Coordinator, Civic Events
Ms. Chris Newson, Legislative Assistant

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1. CALL TO ORDER

Councillor Uteck, Chair, called the meeting to order at 12:43 p.m. in Halifax Hall, 2nd Floor City Hall, 1841 Argyle Street, without quorum present.

The Committee agreed to deal with Item 6.3.1 at this time.

6.3.1 Halifax International Busker Festival

A copy of the presentation, including budget information, was before the Committee.

Mr. Christopher White, 2012 Busker Chairperson, Ms. Kim Hendrickson, Owner / President of Premiere Entertainment Group (PEG), and Mr. Ali Raja, Board member, Halifax International Busker Festival, presented an overview of the proposed 2012 event. They noted that discussions are ongoing with a potential new sponsor for the event, therefore; the name of the sponsor is not able to be released. Clarification was provided on the \$17,000 outstanding debt situation that was due in part to late billing by HRM and some confusion over what was being charged.

Mr. Stuart Jolliffe entered the meeting at 12:58 p.m. Quorum was obtained at this time.

In response to questions from Members of the Committee in regard to support from other levels of government, Ms. Hendrickson explained that the provincial government has been approached, however; for the last four years no provincial funding has been obtained for this event.

Discussion ensued by the Committee on issues of outstanding debt and whether or not civic event fees, such as the cost for barricades, could be waived.

Mr. Mike Gillett, Senior Coordinator, Civic Events and Films, explained that the standard since 1996 has been cost recovery for the business unit in regard to civic event fees. There is currently no standard or practice that would permit an HRM business unit to absorb those costs.

Councillor Uteck clarified that the Committee does not have the power to recommend the waiver of fees.

Ms. Denise Schofield, Manger, Community Development and Partnerships, explained that as a result of recommendations outlined in the Auditor General's reports, the application forms will now include a section wherein the applicant must disclose any funds owing to HRM.

Councillor Uteck thanked the presenters for the information provided and advised that a decision would be made by the end of April.

MOVED by Councillor Mosher, seconded by Councillor McCluskey that the Special Events Advisory Committee request a staff report in regard to the \$17,000 debt owing to HRM from the Halifax International Busker Festival and that the report provide information on whether or not there are other groups with outstanding debts owing to HRM. MOTION PUT AND PASSED.

2. APPROVAL OF MINUTES – NONE

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

MOVED by Councillor McCluskey, seconded by Councillor Mosher that the agenda, as presented, be approved. MOTION PUT AND PASSED.

4. BUSINESS ARISING OUT OF THE MINUTES - NONE

5. CONSIDERATION OF DEFERRED BUSINESS

5.1 HRM Hallmark Event Grant Renewals

The January 11, 2012 report was before the Committee.

In response to a suggestion by Councillor Uteck that this matter be deferred to the April 18th meeting pending receipt of the Supplementary Staff Report, Ms. Denise Schofield, Manger, Community Services and Partnerships, advised that the Committee could consider the January 11, 2012 report items at this time as the Supplementary Report, expected for the April 18th meeting, would be addressing the potential for considering additional events for Hallmark Status.

The Committee agreed to **defer** this matter to the April 18, 2012 meeting pending receipt and review of the Supplementary Staff Report.

5.2 Festival and Events Grant Funding Request – First Intake

The February 24, 2012 staff report was before the Committee.

The Committee agreed to **defer** this matter to the April 18th, 2012 meeting pending receipt of a Supplementary Staff report explaining the policy/criteria as requested on March 28, 2012.

6. CORRESPONDENCE, PETITIONS & DELEGATIONS

6.1 Correspondence – NONE

6.2 Petitions – NONE

6.3 Delegations

6.3.1 Halifax International Busker Festival

This item was dealt with earlier in the meeting. See page 3.

Mr. Timothy Rissesco entered the meeting at 1:24 p.m.

The Committee agreed to deal with Item 7.1 at this time.

7.1 HRM Non – Annual Events & Event Infrastructure Report

The March 1, 2012 report was before the Committee.

Discussion ensued on the report.

Councillor Uteck explained that the organizers of the Titanic 100 event have been contacted and a report is expected pending financial data. Ms. Andree Gracie is now the Organizer for the event.

The Committee agreed to deal with Item 6.3.2 at this time and return to Item 7.1 later in the meeting. See page 6 for the continuation of Item 7.1.

6.3.2 Dingle Beach Party – Memorial Tower

A copy of the Dingle Beach Party – Memorial Tower presentation, including budget information, was before the Committee.

A Mainland South Heritage Society pamphlet and information package was circulated to the Committee at this time.

Ms. Iris Shea presented on behalf of the Dingle Memorial Tower event. She advised that the Memorial Tower was commemorative of representative government in Nova Scotia and was the initiative of Sir Sandford Fleming who, in 1912, donated the tower and 95 acres for a public park to serve as a memorial to the development of parliamentary institutions in the British Empire, now the Commonwealth. She then responded to questions from Members of the Committee.

Mr. Jolliffe encouraged Ms. Shea to contact Destination Halifax for assistance with advertising for the event outside the HRM. He expressed concern that there may not be many attendees from outside HRM.

Councillor Mosher thanked Ms. Shea for her work with this initiative and in tying together many community groups for the 100th anniversary event.

In response to a query raised by Mr. Jolliffe, Ms. Denise Schofield, Manager, Community Development and Partnerships, explained that, in future, information on

whether or not the applicant has contacted Destination Halifax for assistance may be included on the score sheets.

Councillor Uteck thanked Ms. Shea for her presentation and advised that a decision would be made by the end of April.

See page 9 for motion on this matter.

The Committee agreed to return to Item 7.1 at this time.

7.1 HRM Non – Annual Events & Event Infrastructure Report

Discussion resumed on the March 1, 2012 report and proposed award recommendations.

The Committee focussed discussion on Recommendation 3 of the March 1, 2012 staff report with staff providing more information on the following events: Hal-Con Sci-Fi Fantasy Convention, Halifax Anthem Showcase, Nocturne, Maritime Fiddle Fest and Epic Dartmouth.

Hal-Con Sci-Fi Fantasy Convention

Mr. Jolliffe clarified that Hal-Con Sci-Fi Fantasy Conference is a public event, with paid attendance through the purchase of tickets, and is not a closed conference. The event has grown and draws a large crowd.

Ms. Schofield advised that the Committee could bring forward a recommendation for funding or request a presentation by the event organizers.

MOVED by Councillor McCluskey, seconded by Mr. Rissesco that the Special Events Advisory Committee request that all four events under Recommendation 3 be invited to present to the Committee.

Following discussion on motion, the motion was **WITHDRAWN**.

Discussion ensued.

MOVED by Mr. Rissesco, seconded by Councillor McCluskey that the Special Events Advisory Committee recommends that Halifax Regional Council uphold the staff recommendation to decline the funding request by Hal-Con Sci-Fi Fantasy Convention as outlined in the March 1, 2012 staff report. MOTION PUT AND PASSED.

Halifax Anthem Showcase

Ms. Schofield noted that the Halifax Anthem Showcase is a broadcast online event,

therefore; it is not possible for staff to assess public involvement.

MOVED by Councillor Mosher, seconded by Mr. Rissesco that the Special Events Advisory Committee recommends that Halifax Regional Council uphold the staff recommendation to decline the funding request by the Halifax Anthem Showcase as outlined in the March 1, 2012 staff report. MOTION PUT AND PASSED.

Nocturne

Ms. Schofield advised that this item is being considered as a Hallmark Event or the proposed Signature Event category as it is a return event. Under the current program a return event cannot be considered in the Non-Annual category.

Mr. Jolliffe inquired whether, similar to last year, the Nocturne at Night event would be partly funded through the HRM Public Arts budget.

This matter will be brought back to the Committee for consideration in a Supplementary Report for the April 18th meeting.

Epic Dartmouth

Ms. Schofield advised that the event does qualify, however; the score was only 40/100 and 50/100 is required in order to be considered for funding.

MOVED by Councillor McCluskey, seconded by Councillor Mosher that the Epic Dartmouth score sheet under the Free – Low Cost criteria be increased to 10/15 as a Combined event from 5/15 as a Low Cost event.

The Committee considered that although the cost to the participants was high, the event was free to the public.

MOTION PUT AND PASSED.

The new total for the Free – Low Cost criteria is now 10/15; an increase of 5 from 5/15.

MOVED by Councillor Dalrymple, seconded by Councillor McCluskey that the Community Engagement category for Identity be increased to 2/3 from 1/3. MOTION PUT AND PASSED.

MOVED by Councillor Dalrymple, seconded by Councillor McCluskey that the Community Engagement category for Culture be increased to 2/3 from 0/3. MOTION PUT AND DEFEATED.

MOVED by Councillors Dalrymple, seconded by Councillor McCluskey that the Community Engagement category for Diversity be increased to 2/3 from 1/3. MOTION PUT AND PASSED.

MOVED by Councillor Dalrymple, seconded by Councillor McCluskey that the Community Engagement category for Culture be increased to 1/3 from 0/3. MOTION PUT AND PASSED.

The new total for the Community Engagement category is 8/12, an increase of 3 from 5/12.

MOVED by Councillor Dalrymple, seconded by Councillor McCluskey that the Tourism Impact category be increased to 5/8 from 3/8 as follows; Reputation increased to 3/4 from 2/4; Exposure increased to 2/4 from 1/4. MOTION PUT AND PASSED.

The new total for the Tourism Impact category is 5/8; an increase of 2 from 3/8.

MOVED by Councillor Dalrymple, seconded by Councillor McCluskey that the new score for Epic Dartmouth be 50/100 which equals an eligible award amount of \$14,500. MOTION PUT AND PASSED.

Discussion ensued on those events recommended for funding as outlined on Attachment 3 of the March 1, 2012 staff report.

FIVB Junior World Championship

MOVED by Councillor Mosher, seconded by Councillor Dalrymple that the FIVB Junior World Championship award be approved as recommended in the March 1, 2012 staff report in the amount of \$114,750. MOTION PUT AND PASSED.

Canada vs. Russia Junior Hockey Series

Councillor Mosher suggested an increase to the award amount as the score sheet indicates the event will be sold out and is held during prime season.

Councillor Uteck noted that \$100,000 was the amount required in order to enter a bid for the event.

MOVED by Councillor Dalrymple, seconded by Councillor Mosher that the Special Events Advisory Committee recommend that Halifax Regional Council approve an award amount of \$100,000 for the Canada vs. Russia event, an increase of \$17,500 from the proposed \$82,500.

The Committee inquired whether HRM was able to reduce the award amount based on the condition that if the event generates a large profit, a portion of the HRM award be

returned to help grow the Market Levy Special Event Reserve Fund (MLSR) to support other events.

Ms. Schofield noted that the award could be conditional upon Halifax winning the bid for host city; if Halifax did not win the bid, the funds would be returned.

Without a vote taken on the motion on the floor, the Committee agreed to amend the motion as follows: **MOVED by Councillor Dalrymple, seconded by Councillor Mosher that the Special Events Advisory Committee recommend that Halifax Regional Council approve an award amount of \$100,000 for the Canada vs. Russia Junior Hockey Series event conditional upon Halifax winning the bid as Host City for the event. MOTION PUT AND PASSED.**

Ms. Schofield advised that a staff report would be required on this matter due to the exceptional clause issue.

2012 Canadian Chess Championship

MOVED by Mr. Jolliffe, seconded by Councillor McCluskey that the Special Events Advisory Committee recommend Halifax Regional Council approve an award of \$2,700 for the 2012 Canadian Chess Championship as outlined in the March 1, 2012 staff report. MOTION PUT AND PASSED.

2012 Canadian Spirit Canoe Kayak Championship

MOVED by Councillor McCluskey, seconded by Mr. Jolliffe that the Special Events Advisory Committee recommend that Halifax Regional Council approve an award amount of \$2,360 for the Spirit Canoe event as recommended in the March 1, 2012 staff report. MOTION PUT AND PASSED.

Prismatic

MOVED by Councillor Dalrymple, seconded by Mr. Jolliffe that the Special Events Advisory Committee recommend that Halifax Regional Council approve an award amount of \$7,500 to the Prismatic event as outlined in the March 1, 2012 staff report. MOTION PUT AND PASSED.

Grand Encampment – War of 1812 200th Anniversary

MOVED by Councillor McCluskey, seconded by Ms. Kokesh that the Special Events Advisory Committee recommend that Halifax Regional Council approve an award amount of \$21,500 for the Grand Encampment – War of 1812 200th Anniversary event as outlined in the March 1, 2012 staff report. MOTION PUT AND PASSED.

Dingle Memorial Tower

MOVED by Councillor Mosher, seconded by Mr. Rissesco that the Special Events Advisory Committee recommend Halifax Regional Council approve an award of \$20,000 to the Dingle Memorial Tower event, an increase of \$12,750 from the proposed \$7,250, based on the exceptional circumstances clause in the Market Levy Special Event Reserve Policy.

Councillor Mosher advised that the request is based on the exceptional circumstances clause in the reserve policy which states that the business case limits the amount to 1/3, yet, in exceptional circumstances, an amount higher than the 1/3 may be considered.

Councillor Mosher explained that she has met with the provincial and federal governments in regard to the national historic site, the Dingle Memorial Tower. The site is the only memorial of its kind in Canada and is about to celebrate a significant anniversary, its 100th. The Dingle Memorial Tower is the most historic icon in HRM. The site is located in the middle of a residential area that causes exceptional circumstances such as the need to utilize Metro Transit shuttle service due to limited parking in the residential area as well as the necessity for additional police presence, at three locations, due to the residential area. The National Historic site will be re-opening, after two years of restoration, in time for the historic 100th anniversary event. The event is bringing communities together.

MOTION PUT AND DEFEATED.

Councillor Mosher expressed concern that the award amount proposed, \$7,250, will not be sufficient given the exceptional circumstances associated with this site. It was then, **MOVED by Councillor Mosher, seconded by Mr. Rissesco that the Special Events Advisory Committee recommend that Halifax Regional Council approve an award amount of \$15,000 for the Dingle Memorial Tower event, an increase of \$7,750 from the proposed \$7,250.**

Discussion ensued on the proposed increase with the Committee expressing concern with the proposed increase in regard to fairness to other applicants and the speed in which the proposals were being made without benefit of a staff report on the exceptional circumstances clause and possible alternate award amount(s).

MOTION PUT AND DEFEATED.

MOVED by Councillor Mosher, seconded by Councillor Dalrymple that the Special Events Advisory Committee recommend Halifax Regional Council approve an award of \$10,000 for the Dingle Memorial Tower event, an increase of \$2,750 from the proposed \$7,250. MOTION PUT AND PASSED.

Councillor Mosher retired from the meeting at 2:50 p.m.

Neptune Theatre:

MOVED by Mr. Jolliffe, seconded by Councillor Dalrymple that the Special Events Advisory Committee recommend that Halifax Regional Council approve an award of \$3,150 to the Neptune Theatre as outlined in the March 1, 2012 staff report.

MOTION PUT AND PASSED.

Event Infrastructure Program

Mr. Paul Forrest, Coordinator, Civic Events, clarified that the maintenance of the Halifax float is included under the Event Infrastructure program. Ms. Schofield added that the float itself is funded under the HRM Capital Budget, however; the Event Infrastructure funds are for the administrative costs to maintain the float. The current reserve fund allows for up to 10% of the reserve to be used for infrastructure. A total of 15% of the reserve fund could go toward things other than events; infrastructure up to a maximum of 10% and administrative costs up to a maximum of 5%.

MOVED by Mr. Rissesco, seconded by Ms. Kokesh that the Special Events Advisory Committee recommend that Halifax Regional Council approve the Event Infrastructure funding totalling \$50,000, as identified in Attachment 3 of the March 1, 2012 staff report. MOTION PUT AND PASSED.

A vote was then taken on the recommendations outlined on the March 1, 2012 staff report and revised by the Committee as follows:

MOVED by Councillor Dalrymple, seconded by Mr. Wilkie that the Special Events Advisory Committee recommends that Halifax Regional Council:

1. **Approve the 2012/13 Non-Annual grants from the Marketing Levy Special Events Reserve (Q315) for a revised total of \$276,460 (an increase of \$34,750) as per the following amendments:**
 - a) **\$14,500 for Epic Dartmouth, an increase of \$14,500**
 - b) **\$100,000 for Canada vs. Russia Junior Hockey Series conditional upon Halifax winning the bid as host city; an increase of \$17,500**
 - c) **\$10,000 for Memorial Tower (Dingle) – 100th Anniversary, an increase of \$2,750.**
2. **Approve the infrastructure funding totalling \$50,000, as identified in Attachment 3 of the March 1, 2012 staff report;**
3. **Defer consideration of Titanic 100 – Part 2 until further information is provided,**
4. **Decline the application for funding request from the Hal-Con Sci-Fi Fantasy Convention, Halifax Anthem Showcase and the Maritime Fiddle Festival.**
5. **Defer consideration of Nocturne pending further information.**

MOTION PUT AND PASSED.

8. ADDED ITEMS - NONE

9. DATE OF NEXT MEETING – April 18, 2012

10. ADJOURNMENT

The meeting was adjourned at 2:59 p.m.

Chris Newson
Legislative Assistant

In Camera – NONE

Information Items

1. Upcoming Agenda Items
 - 1.1 Revised Special Events Grant Framework – *Spring 2012*
 - 1.2 Economic Impact Report – *Spring 2012*
 - 1.3 November 2010 motion re: Hallmark Event Category– New Applicants – *May 2012*