

HALIFAX REGIONAL MUNICIPALITY

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SPECIAL EVENTS ADVISORY COMMITTEE  
MINUTES

APRIL 18, 2012

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

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

STAFF: Ms. Denise Schofield, Manager, Community Services and Partnerships  
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 12:41 p.m. in Halifax Hall, 2<sup>nd</sup> Floor City Hall, 1841 Argyle Street.

**2. APPROVAL OF MINUTES – NONE**

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

Addition:

- 8.1.1 Festival & Events Report
- 8.1.2 Hallmark and Signature Events
- 8.1.3 Account Arrears Summary for Atlantic Buskers Festival: Outstanding Receivables for Other Special/Civic Events

The agenda, as amended, was approved.

The Committee agreed to deal with Item 8.1.3 at this time.

**8.1.3 Account Arrears Summary for Atlantic Buskers Festival: Arrears Report on Outstanding Receivables for Other Special/Civic Events**

A Briefing Note dated April 18, 2012 was before the Committee.

Mr. Jerry Blackwood, Manager of Revenue, presented the Briefing Note and responded to questions of clarification from members of the Committee.

**MOVED by Councillor Mosher, seconded by Mr. Jolliffe that the Special Events Advisory Committee request that staff provide regular reports on account arrears/outstanding receivables for special/civic Events and that this information be part of the regular agenda for the Special Events Advisory Committee.**

The Committee requested that the information updates include the following:

- date the issue occurred and the name of the event
- the name of the responsible agency, corporation or group

**MOTION PUT AND PASSED.**

Discussion ensued on the issue of outstanding receivables for events.

**MOVED by Councillor Dalrymple, seconded by Mr. Wilkie that the Special Events Advisory Committee request that Civic Event/Finance staff work out appropriate payment schedules or details with all groups on the account arrears/outstanding**

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**receivables list owing funds and in future reports show the payment schedule/commitment that the groups have committed to.**

The report is to include:

- the balance of debt owing
- the payment schedule/plan, and;
- the information is to be brought back as a regular Information Item

Mr. Andrew Cox, Coordinator, Civic Events, explained that there is a turn around time for accounts to be reconciled following an event which could take a month or two. Thirty (30) days for an invoice to be with a group is not very long.

**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.

Mr. Paul Forrest, Coordinator, Civic Events, presented the report then responded to questions from Members of the Committee.

Royal Nova Scotia International Tattoo

**MOVED by Mr. Brian Rose, seconded by Ms. Kokesh that the Special Events Advisory Committee recommend that Halifax Regional Council approve an award of \$90,000 to the Royal Nova Scotia International Tattoo as outlined in the January 11, 2012 staff report. MOTION PUT AND PASSED.**

Blue Nose International Marathon

**MOVED by Councillor Dalrymple, seconded by Mr. Rissesco that the Special Events Advisory Committee recommend an increase to \$60,000 from \$50,000 for the Blue Nose International Marathon as the event has grown successfully. MOTION PUT AND PASSED.**

Halifax International Busker Festival

**MOVED by Mr. Rose, seconded by Councillor Uteck that the Special Events Advisory Committee recommend approval of \$50,000 to the Halifax International Busker Festival as outlined in the January 11, 2012 staff report. MOTION PUT AND PASSED.**

**MOVED by Mr. Jolliffe, seconded by Councillor Dalrymple that the Special Events Advisory Committee not recommend an increase in funding to the Halifax International Busker Festival for forgiveness of the \$17,608.50 debt owing, nor the request to provide an increase to cover policing costs, nor the request for free venue space. MOTION PUT AND PASSED.**

Atlantic Jazz Festival

**MOVED by Mr. Jolliffe, seconded by Ms. Kokesh that the Special Events Advisory Committee recommend approval of \$40,000 to the Atlantic Jazz Festival as outlined in the January 11, 2012 staff report. MOTION PUT AND PASSED.**

Atlantic Film Festival

**MOVED by Mr. Rose, seconded by Ms. Kokesh that the Special Events Advisory Committee recommend approval of \$40,000 to the Atlantic Film Festival as outlined in the January 11, 2012 staff report. MOTION PUT AND PASSED.**

Halifax Pride Festival

**MOVED by Mr. Jolliffe, seconded by Councillor Dalrymple that the Special Events Advisory Committee approve an award of \$25,000 to the Halifax Pride Festival as outlined in the January 11, 2012 staff report.**

Without a vote on the motion, it was **MOVED by Mr. Rissesco, seconded by Councillor Uteck that a one time increase of \$15,000 be approved for the Halifax Pride Festival for a total award of \$40,000 for their anniversary year. MOTION PUT AND PASSED.**

Shearwater East Dartmouth Minor Hockey Association (SEDMHA) International Hockey Tournament

**MOVED by Mr. Rissesco, seconded by Mr. Rose that the Special Event Advisory Committee approve an award of \$25,000 to the Shearwater East Dartmouth Minor Hockey Association International Hockey Tournament as outlined in the January 11, 2012 staff report. MOTION PUT AND PASSED.**

Scotia Festival of Music

**MOVED by Ms. Kokesh, seconded by Councillor Dalrymple that the Special Events Advisory Committee approve an award of \$15,000 to the Scotia Festival of Music as outlined in the January 11, 2012 staff report. MOTION PUT AND PASSED.**

### Halifax Pop Explosion

Councillor Uteck declared a potential Conflict of Interest on the Halifax Pop Explosion application as one of the event organizers may be a potential candidate in the upcoming Municipal Election. She then removed herself from all discussion on this matter.

Councillor Dalrymple assumed the Chair at this time.

Due to a temporary loss of quorum, the Committee agreed to deal with Item 5.2. at this time. Councillor Uteck resumed the Chair.

### **5.2 Festival and Events Grant Funding Requests**

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

#### Africa Festival of Arts and Culture

Quorum was regained at this time.

**MOVED by Ms. Kokesh, seconded by Mr. Rose that the Special Events Advisory Committee approve an award of \$1,000 to the Africa Festival of Arts and Culture as outlined in the February 24, 2012 staff report. MOTION PUT AND PASSED.**

Discussion ensued on whether or not to discuss the proposed awards individually or, if there were no issues, put forward the recommendations as presented in the staff report. The Committee agreed to put forward the staff recommendations as outlined on the February 24, 2012 report.

**MOVED by Mr. Jolliffe, seconded by Mr. Wilkie that the Special Events Advisory Committee recommend that Halifax Regional Council approve the 2012/13 Festival and Events grant awards of \$23,700 funded from the proposed 2012/13 Operating Budget Account No. C760 Community/Civic Events as identified in Table 1 of the February 24, 2012 staff report. MOTION PUT AND PASSED.**

The Committee resumed discussion on Item 5.1 at this time with quorum now in attendance.

### **5.1 HRM Hallmark Event Grant Renewals**

Councillor Uteck reiterated her potential Conflict of Interest with the Halifax Pop Explosion application and removed herself from all discussion on this matter.

Councillor Dalrymple assumed the Chair at this time.

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Halifax Pop Explosion

**MOVED by Mr. Rissesco, seconded by Mr. Jolliffe that the Special Events Advisory Committee recommend an award of \$25,000 to the Halifax Pop Explosion, an increase of \$15,000 from the proposed \$10,000, due to the success of the event, and; due to the event having raised the profile of the Halifax Regional Municipality. MOTION PUT AND PASSED.**

Discussion ensued with a motion then put forward including amended award amounts as follows:

**MOVED by Mr. Rissesco, seconded by Mr. Jolliffe that the Special Events Advisory Committee recommend that Halifax Regional Council approve the renewal of nine (9) Hallmark Event grants from the 2012/13 Marketing Levy Special Events reserve (Q315) for a revised total of \$385,000, as listed below and as amended on April 18, 2012 by the Special Events Advisory Committee, and subject to the Budget Implications section of the January 11, 2012 staff report:**

- a) \$90,000 to the Royal Nova Scotia International Tattoo
- b) \$60,000 to the Blue Nose International Marathon (an increase of \$10,000).
- c) \$50,000 to the Halifax International Busker Festival \*See motion below
- d) \$40,000 to the Atlantic Jazz Festival
- e) \$40,000 to the Atlantic Film Festival
- f) \$40,000 to the Halifax Pride Festival (a one time increase of \$15,000 for their anniversary year)
- g) \$25,000 to the Shearwater East Dartmouth Minor Hockey Association (SEDMHA) International Hockey Tournament
- h) \$15,000 to the Scotia Festival of Music
- i) \$25,000 to the Halifax Pop Explosion (an increase of \$15,000)

**MOTION PUT AND PASSED.**

**6. CORRESPONDENCE, PETITIONS & DELEGATIONS - NONE**

**7. REPORTS – NONE**

**8. ADDED ITEMS**

**8.1.1 Festival & Events Report Clarification**

The April 12, 2012 Information Report was circulated to the Committee at this time.

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At the March 28, 2012 meeting, the Committee had requested clarification on the Festival and Event report in regard to criteria/scoring. The information was before the Committee.

**MOVED by Mr. Jolliffe, seconded by Ms. Kokesh that the April 12, 2012 Information Report on Festival and Events Report Clarification be accepted as information. MOTION PUT AND PASSED.**

### **8.1.2 Hallmark and Signature Events**

The April 11, 2012 Hallmark and Signature Events Information Report was circulated to the Committee at this time.

**MOVED by Mr. Jolliffe, seconded by Councillor Dalrymple that the Special Events Advisory Committee move this item to the active agenda for discussion at this time. MOTION PUT AND PASSED.**

Discussion ensued on the April 11, 2012 Information Report.

Mr. Rissesco retired from the meeting at 1:56 p.m.

**MOVED by Councillor Dalrymple, seconded by Mr. Jolliffe that the Special Events Advisory Committee request staff to evaluate the five events outlined in the April 11, 2012 staff Information Report as follows: Halifax Comedy Festival; Holiday Parade of Lights; Multi-cultural Festival; Atlantic Fringe Festival; Greek Fest and Nocturne: Art at Night; with the inclusion of Word On The Street, as per the Marketing Levy Special Event Reserve Business Case Exception Clause (exceptional circumstances), and; provide scoring and evaluation results to the Special Events Advisory Committee for consideration of Hallmark Status for the six events identified above. MOTION PUT AND PASSED.**

### **8.1.3 Account Arrears Summary for Atlantic Buskers Festival: Outstanding Receivables for Other Special/Civic Events**

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

## **9. DATE OF NEXT MEETING – May 9, 2012**

## **10. ADJOURNMENT**

The meeting was adjourned at 2:22 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*