

SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES

April 10, 2013

PRESENT: Councillor Brad Johns, Chair
Councillor Gloria McCluskey, Vice-Chair
Councillor Barry Dalrymple
Mr. Colin Richardson
Ms. Lisa Monk
Ms. Diane Kokesh
Mr. Stuart Jolliffe
Mr. Jeff Ransome
Mr. Jonathan Wilkie
Mr. Timothy Rissesco

STAFF: Ms. Elizabeth Taylor, Manager Events and Cultural Initiatives
Mr. Paul Forrest, Coordinator, Civic Events
Mr. Quentin Hill, Legislative Assistant

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1. CALL TO ORDER

The Chair called the meeting to order at 12:33 p.m. in the Media Room, 1st Floor City Hall, 1841 Argyle Street.

**2. APPROVAL OF MINUTES – February 6, 2013 and February 18, 2013
Notes**

MOVED by Mr. Ransome, seconded by Mr. Jolliffe that the minutes of February 6, 2013 the notes of February 18, 2013 be approved as presented. MOTION PUT AND PASSED.

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

Additions:

- 8.1 Motion to Round Up Grants

The Committee agreed to deal with item 6.3 and item 7.3 prior to item 5.

MOVED by Councillor McCluskey, seconded by Mr. Jolliffe to approve the agenda as amended. MOTION PUT AND PASSED.

4. BUSINESS ARISING OUT OF THE MINUTES – NONE

6.3 Delegations

6.3.1 Epic Dartmouth

A copy of the Epic Dartmouth budget and presentation was before the Committee.

Tim Chesnutt, Chair of the Epic Dartmouth Committee gave a presentation of the event to the Committee. The request from HRM is for \$137,750. Mr. Chesnutt then responded to questions from Members of the Committee and provided the following additional information/clarification:

- Event to be held out of Lake Banook, from June 26th to July 1st, 2013.
- 12 committee members, 30 organizers and no paid staff that run the event with 400+ volunteers.
- Event is free to spectators.
- Plan is to hold an Epic Kids triathlon
- Event promotes healthy people, active lifestyles and active kids.
- Promotion of HRM shows city as 'where active living happens.'

Councillor Johns thanked Mr. Chesnutt for the presentation and advised that staff would contact him when the Committee had made a decision.

6.3.2 Nocturne at Night

A copy of the Nocturne at Night budget and presentation were before the Committee.

Ms. Lorraine Plourde and Ms. Rose Zack gave a presentation of the event to the Committee. The request from HRM is for \$71,500. Ms. Plourde and Ms. Zack then responded to questions from Members of the Committee and provided the following additional information/clarification:

- Attendance has grown 52% in 5 years of the event, 25,000 attended last year.
- Event is free and accessible to everyone.
- Over 100 venues that host the event.
- Has a large social media presence.
- HRM would be advertised in 30,000 programs and distributed throughout 650 various locations as well as in other media outlets.

Councillor Johns thanked Ms. Plourde and Ms. Zack for the presentation and advised that staff would contact them when the Committee had made a decision.

6.3.3 Comedy Fest

A copy of the Comedy Fest budget and presentation were before the Committee.

Mr. Tony Mancini and Mr. Paul Leblanc gave a presentation of the event to the Committee. The request from HRM is for \$35,000. Mr. Mancini and Mr. Leblanc then responded to questions from Members of the Committee and provided the following additional information/clarification:

- 14 shows over four days. Venues include Casino Nova Scotia, Rebecca Cohn, The Seahorse Tavern, The Lower Deck and Yuk Yuks Comedy Club.
- Free and paid events, paid events range from \$20-\$45.
- 5,000 attend the shows and it broadcast to a TV audience of 4.5 million Canadians.
- 36% of attendees stay at a hotel while taking in the festival.
- Goal is to expand into some venues in Dartmouth.

Councillor Johns thanked Mr. Mancini and Mr. Leblanc for the presentation and advised that staff would contact them when the Committee had made a decision.

7.3 Marketing Levy Special Events Reserve Exception Report

A staff report dated February 12, 2013 was before the Committee.

Councillor Johns clarified that the awards listed were from staff recommendations and noted it was up to the Committee to either agree or propose an alternative that would be forwarded to Regional Council for a final decision.

The Committee went through each grant separately and debated the recommendation and came up with the following motions for each group:

Aileen Meagher International

MOVED by Mr. Ransome, seconded by Mr. Rissesco to fund the Aileen Meagher International with a grant of \$14,500. MOTION PUT AND PASSED.

Atlantic Fringe Festival

MOVED by Mr. Ransome, seconded by Mr. Rissesco to fund the Atlantic Fringe Festival with a grant of \$14,500. MOTION PUT AND PASSED.

Epic Dartmouth

MOVED by Ms. Monk, seconded by Mr. Rissesco to fund Epic Dartmouth with a grant of \$45,000. MOTION PUT AND PASSED.

Halifax Comedy Fest

MOVED by Mr. Ransome, seconded by Ms. Kokesh to fund Halifax Comedy Fest with a grant of \$13,000. MOTION PUT AND PASSED.

Nocturne at Night

MOVED by Councillor Dalrymple, seconded by Councillor McCluskey to fund Nocturne at Night with a grant of \$30,000. MOTION PUT AND PASSED.

Discussion ensued with a motion then put forward including amended award amounts and a deferral of three events as follows:

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

1. Approve the renewal of 5 grants from the 2013/14 Marketing Levy Special Events reserve (MLSER), Q315, in the amount of \$217,000 to fund the five (5) grants as listed below:

Aileen Meagher International	\$ 14,500
Atlantic Fringe Festival	\$ 14,250
Epic Dartmouth	\$ 45,000
Halifax Comedy Fest	\$ 13,000
Nocturne at Night	\$ 30,000

2. Defer the following three events to be reevaluated at the next Special Events Advisory Committee meeting, as listed below:

**Holiday Parade of Lights
Multicultural Festival
Word on the Street**

MOTION PUT AND PASSED.

5. CONSIDERATION OF DEFERRED BUSINESS

5.1 Hallmark Grant 2013 Renewals

A staff report dated January 17, 2013 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 Councillor Dalrymple, seconded by Councillor McCluskey 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 17, 2013 staff report. MOTION PUT AND PASSED.

Blue Nose International Marathon

MOVED by Ms. Kokesh, seconded by Councillor Dalrymple that the Special Events Advisory Committee recommend that Halifax Regional Council approve an award of \$60,000 to the Bluenose International Marathon as outlined in the January 17, 2013 staff report. MOTION PUT AND PASSED.

Halifax International Busker Festival

MOVED by Mr. Rissesco, seconded by Ms. Monk that the Special Events Advisory Committee recommend approval of \$50,000 to the Halifax International Busker Festival as outlined in the January 17, 2013 staff report. MOTION PUT AND PASSED.

Atlantic Jazz Festival

MOVED by Mr. Jolliffe, seconded by Mr. Richardson that the Special Events Advisory Committee recommend approval of \$40,000 to the Atlantic Jazz Festival as outlined in the January 17, 2013 staff report. MOTION PUT AND PASSED.

Atlantic Film Festival

MOVED by Councillor McCluskey, seconded by Mr. Jolliffe that the Special Events Advisory Committee recommend approval of \$40,000 to the Atlantic Film Festival as outlined in the January 17, 2013 staff report. MOTION PUT AND PASSED.

Halifax Pride Festival

MOVED by Councillor McCluskey, seconded by Mr. Richardson that the Special Events Advisory Committee approve an award of \$30,000 to the Halifax Pride Festival.

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

MOVED by Ms. Kokesh, seconded by Mr. Jolliffe 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 17, 2013 staff report. MOTION PUT AND PASSED.

Scotia Festival of Music

MOVED by Ms. Jolliffe, seconded by Mr. Richardson that the Special Events Advisory Committee approve an award of \$17,000 to the Scotia Festival of Music. MOTION PUT AND PASSED.

Halifax Pop Explosion

MOVED by Mr. Joliffe, seconded by Mr. Richardson that the Special Events Advisory Committee approve an award of \$40,000 to the Halifax Pop Explosion, on the condition a free all ages concert is held or the grant will be lowered to \$25,000. MOTION PUT AND PASSED.

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

MOVED by Councillor Dalrymple, seconded by Mr. Ransome, that Halifax Regional Council approve the renewal of nine (9) Hallmark Event grants from the 2013/14 Marketing Levy Special Events Reserve (Q315) for a total of \$390,000, as listed below and subject to budget implications section of the January 17, 2013 report:

- \$90,000 to the Royal Nova Scotia International Tattoo;**
- \$60,000 to the Bluenose International Marathon;**
- \$50,000 to the Halifax International Busker Festival;**
- \$40,000 to the Halifax Jazz Festival;**

**\$40,000 to the Atlantic Film Festival;
\$30,000 to the Halifax Pride Festival;
\$25,000 to the Shearwater East Dartmouth Minor Hockey Association
(SEDMHA) International Hockey Tournament;
\$40,000 to the Halifax Pop Explosion, on the condition a free all ages
concert is held or the grant will be lowered to \$25,000;
\$15,000 to the Scotia Festival of Music**

MOTION PUT AND PASSED.

5.2 Non-Annual Events and Infrastructure Report

The Committee agreed to address this item at the end of the meeting. See page 9.

6. CORRESPONDENCE, PETITIONS & DELEGATIONS

6.1 Correspondence - None

6.2 Petitions- None

6.3 Delegations

This was dealt with after item 4. See page 3.

7. REPORTS

7.1 Festival and Events Grant Funding Request

A staff report dated February 12, 2013 was before the Committee.

MOVED by Ms. Monk, seconded by Councillor Dalrymple that the Special Events Advisory Committee recommends that Halifax Regional Council approve the 2013/14 Operating Budget Account No. C760 Regional Events and Culture as identified in Table 1 of the February 12, 2013 staff report and subject to approval of the 2013/14 Operating Budget. MOTION PUT AND PASSED.

7.2 Summer Grant Festivals

A staff report dated February 12, 2013 was before the Committee.

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

- 1. Approve the 2013/14 Summer Festival Grant Awards of \$25,000 funded from the Community/civic Events Operating Budget (C760-6933) as**

identified below and subject to the approval of the 2013/14 Operating Budget:

Beaver Bank Canada Day	\$ 5,000
Cole Harbour Harvest Festival	\$ 7,500
Fall River Canal Days	\$ 5,000
Seaside Harvest Festival	<u>\$ 7,500</u>
	\$25,000

MOTION PUT AND PASSED.

Councillor Johns left the meeting at 3:58 p.m. and Councillor McCluskey assumed the Chair.

7.3 Marketing Levy Special Events Reserve Exception Report.

This item was dealt with after the presentations. See page 4.

5.2 Non-Annual Events and Event Infrastructure Report

A staff report dated March 1, 2013 was before the Committee.

Mr. Rissesco declared a Conflict of Interest and removed himself from the meeting.

The Committee went through each grant separately and debated the recommendation and came up with the following motions for each group:

Dartmouth Book Awards

MOVED by Councillor Dalrymple, seconded by Councillor McCluskey that the Special Events Advisory Committee approve an award of \$6,750 for the Dartmouth Book Awards. MOTION PUT AND PASSED.

SandJam Halifax

MOVED by Ms. Kokesh, seconded by Mr. Jolliffe that the Special Events Advisory Committee approve an award of \$75,000 to SandJam Halifax. MOTION PUT AND PASSED.

Female Bantam National Lacrosse Championships

MOVED by Ms. Monk, seconded by Mr. Jolliffe that the Special Events Advisory Committee approve an award of \$2,500 to the Female Bantam National Lacrosse Championships. MOTION PUT AND PASSED.

HalCon

**MOVED by Mr. Joliffe, seconded by Councillor Dalrymple that the Special Events Advisory Committee approve an award of \$40,000 for the HalCon.
MOTION PUT AND PASSED.**

Mr. Forrest advised that there was advice from legal that the CBC Play On! 4 on 4 Street Hockey Event could now be considered under the Non-Annual Events Program.

Due to the lack of time, the Committee decided to defer discussion on the CBC Play On! 4 on 4 Street Hockey Event and the Event Infrastructure funding.

Discussion ensued with a motion then put forward including amended award amounts and deferral of part of the report as follows:

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

1. **Approve the 2013/14 Non-Annual grants from the Marketing Levy Special Events Reserve (Q315) for a revised total of \$74,250 (a decrease of \$55,825) as per the following amendments:**
 - a) **\$75,000 for SandJam Halifax, a decrease of \$52,500**
 - b) **\$2,500 for Female Bantam National Lacrosse Championships, an increase of \$1,675.**
 - c) **\$40,000 for Hal-Con, a decrease of \$5,000.**
 - d) **\$6,500 for the Dartmouth Book Awards.**
2. **Defer the Infrastructure Funding totalling \$50,000, and reconsider the CBC Play On! 4 on 4 Street Hockey Event, as identified in the March 1, 2013 staff report.**

MOTION PUT AND PASSED.

8. ADDED ITEMS

8.1 Motion to Round Up Grants

This item was deferred to the next meeting.

9. NEXT MEETING DATE – May 8, 2013

10. ADJOURNMENT

The meeting was adjourned at 4:20 p.m.

Quentin Hill
Legislative Assistant