

SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES

June 12, 2013

PRESENT: Councillor Gloria McCluskey, Vice – Chair
Councillor Barry Dalrymple
Mr. Colin Richardson
Mr. Tim Rissesco
Mr. Jonathan Wilkie
Mr. Stuart Jolliffe

REGRETS: Councillor Brad Johns, Chair
Mr. Jeff Ransome
Ms. Diane Kokesh

STAFF: Ms. Denise Schofield, Manager, Regional Recreation & Culture
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 Vice - Chair called the meeting to order at 1:03 p.m.in the Halifax Hall, 2nd floor, City Hall, Halifax.

2. APPROVAL OF MINUTES – April 10, 2013 and May 8, 2013 Notes

MOVED by Mr. Jolliffe, seconded by Councillor Dalrymple that the April 10, 2013 minutes and May 8, 2013 notes be approved as presented. MOTION PUT AND PASSED.

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

MOVED by Councillor Dalrymple, seconded by Mr. Jolliffe that the agenda be approved as presented. MOTION PUT AND PASSED.

4. BUSINESS ARISING OUT OF THE MINUTES - NONE

5. CONSIDERATION OF DEFERRED BUSINESS

5.1 Marketing Levy Special Events Reserve Exception Report

5.1.1 Epic Dartmouth

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

Mr. Paul Forrest, Coordinator, Civic Events, advised that there were three events deferred from the April 2013, Special Events Advisory Committee meeting. He noted that the Epic Dartmouth event was sent back to the Committee to reconsider giving the event an increased grant.

Councillor McCluskey stated that the Epic Dartmouth event was a good event for the city. She advised that the event was going to have to cut back some of the planned events due to the reduced grant offered previously by the Committee.

MOVED by Mr. Rissesco, seconded Councillor Dalrymple to award Epic Dartmouth the staff recommendation of \$73,000.

Mr. Jolliffe noted that the Committee had a long discussion on Epic Dartmouth during the April 2013 SEAC meeting. He explained that Epic Dartmouth had come to the Committee with a larger request and thus the larger request had increased the award based on the scoring method. Mr. Jolliffe expressed concern that Epic Dartmouth was receiving more funding than other events of a bigger magnitude.

Councillor McCluskey stated that Epic Dartmouth was a growing event and could become a major event in the city.

Further discussion ensued. The motion was now before the Committee.

Through a show of hands it was determined to be a tie vote. **MOTION DEFEATED.**

5.1.2 Halifax Comedy Fest

The Legislative Assistant noted that Councillor Fisher had attended the last SEAC meeting to present on behalf of the Halifax Comedy Fest. There was no quorum at the May SEAC meeting so the Committee did not make a decision.

MOVED by Councillor Dalrymple, seconded Mr. Rissesco that the Special Events Advisory Committee recommend that Halifax Regional Council to increase the grant for the Halifax Comedy Fest from \$13,000 to \$25,000.

In response to questions of the Committee, Mr. Forrest advised that there was no new information to be brought forward but he did note that the event is a great exposure event for the municipality and had received high marks for promoting the city.

MOTION PUT AND PASSED.

5.1.3 Nocturne: Art at Night

Mr. Forrest provided some background to the event. He advised that the event had received a grant of \$42,000, from the Special Events Advisory Committee in 2012. He noted that the staff recommendation was \$53,000 for 2013 and the Committee had decided to award a grant of \$30,000. Mr. Forrest stated that Regional Council requested the Committee to reconsider providing an increased grant.

Councillor Mason appeared before the Committee to offer an appeal on behalf of the Nocturne: Art at Night event. Councillor Mason noted that it was one of the highest scoring events in the February 12, 2013 staff report.

Further discussion ensued. With the agreement of the Committee, Councillor McCluskey stepped down from the Chair and Councillor Dalrymple assumed the Chair.

MOVED by Mr. Rissesco, seconded Councillor McCluskey that the Special Events Advisory Committee recommend Halifax Regional Council award a grant of \$43,000 to Nocturne: Art at Night. MOTION PUT AND PASSED.

5.1.4 Deferred Events – Marketing Levy Special Events Reserve Exception Report

The Committee reviewed and discussed the following deferred events from their April 10, 2013 meeting.

Holiday Parade of Lights

MOVED by Councillor Dalrymple, seconded Mr. Rissesco that the Special Events Advisory Committee recommend that Halifax Regional Council award \$18,000 to the Holiday Parade of Lights. MOTION PUT AND PASSED.

Multicultural Festival

MOVED by Mr. Richardson, seconded Mr. Rissesco that the Special Events Advisory Committee recommend that Halifax Regional Council award \$15,000 to the Multicultural Festival. MOTION PUT AND PASSED.

Word on the Street

MOVED by Councillor Dalrymple, seconded Mr. Rissesco that the Special Events Advisory Committee recommend that Halifax Regional Council award \$8,000 to Word on the Street. MOTION PUT AND PASSED.

5.2 Non – Annual Events & Event Infrastructure Report

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

Mr. Forrest reminded the Committee the report was back to discuss the CBC 4 on 4 Street Hockey event and the Infrastructure and Maintenance Upgrades Fund.

Ms. Denise Schofield, Manager, Regional Recreation and Culture advised typically HRM cannot fund for profit events. She advised that under the Charter HRM cannot fund for profit events however, Legal had indicated that funds could come from the Marketing Levy Special Events reserve to fund the CBC 4 on 4 Street hockey event, if SEAC wished to grant funding.

Councillor Dalrymple expressed concern about the Committee considering to fund for profit events.

Mr. Jolliffe noted that the CBC 4 on 4 Street Hockey events financial statement indicated that the event was set to make profit.

Mr. Richardson clarified that the goal of the Committee was to provide funding to assist events to become successful on their own.

MOVED by Mr. Richardson, seconded Councillor Dalrymple that the Special Events Advisory Committee not grant any funding request to the CBC 4 on 4 Street Hockey Event. MOTION PUT AND PASSED.

Ms. Schofield noted that when Regional Council approved the capital budget, it had already approved the \$50,000 from the MLSER. She noted that if the Committee wanted to reallocate money from the \$50,000 the money would be put back into MLSER for next year.

MOVED by Mr. Rissesco, seconded Councillor Dalrymple that the Special Events Advisory Committee accept the \$50,000 Infrastructure Maintenance Upgrades fund.

MOTION PUT AND PASSED.

5.3 Motion to Round-Up Grants

Mr. Forrest noted that the Committee had discussed asking staff to round grants to the nearest quarter at the April 10, 2013. He advised that the Committee had ran out of time before being able to address the idea.

MOVED by Mr. Richardson, seconded Mr. Wilkie, that the Special Events Advisory Committee request staff round up grants to the nearest quarter value (\$250) when calculating the grant awards. MOTION PUT AND PASSED.

6. CORRESPONDENCE, PETITIONS & DELEGATIONS – NONE

7. REPORTS- NONE

8. ADDED ITEMS

8.1 Sports Entertainment Atlantic Presentation Request

Mr. Forrest advised that a request had been received to see if the Special Events Advisory Committee would be open to have a presentation from Sports Entertainment Atlantic.

Mr. Jolliffe clarified that he knew the individuals involved with Sports Entertainment Atlantic. He noted that the group had planned to do a number of events for the 2014 season. He stated that Sports Entertainment Atlantic was seeking advice from SEAC on what type of events they might support.

After further discussion, the Committee decided to direct Sports Entertainment Atlantic to speak with staff for the initial planning of events.

8.2 Halifax International Buskers

Mr. Forrest advised that the Halifax International Buskers festival was sent back to Special Events Advisory Committee for consideration of increased funding of \$25,000.

Councillor Dalrymple noted that there was no one to provide any additional information for the Committee to consider, an increased grant to the Halifax International Busker Festival.

MOVED by Councillor Dalrymple, seconded Mr. Jolliffe that the Special Events Advisory Committee not increase the grant given to the Halifax International Buskers Festival.

MOTION PUT AND PASSED.

8.3 World Men's Curling Championships Host Bid

A staff report dated May 30, 2013 was before the Committee.

Ms. Schofield advised that funding is requested to support the local host committee's bid to host the World Curling Championship event for April 2015. She noted that the funding would only be used if Halifax was the successful bid.

Mr. Jolliffe noted that he was supportive of the event being held in Halifax in the month of April. He raised concern that the event would coincide and conflict with the annual SEDMHA hockey tournament.

Ms. Schofield stated that staff is involved in talks with Trade Centre Limited, and would be able to contact any groups that SEAC was concerned the curling event might conflict with.

MOVED by Mr. Jolliffe, seconded Mr. Richardson that the Special Events Advisory Committee recommends Halifax Regional Council:

- 1. Approve, in principle, payment up to a maximum amount of \$150,000 from the Marketing Levy Special Events Reserve (MLSER) Q315 subject to approval of the 2014/2015 budget to fund the bid for the 2015 World Men's Curling Championships, conditional on HRM securing the event and securing funding equal to 50% of the host fee from the Province of Nova Scotia; and**
- 2. Authorize the Mayor to provide a letter of support outlining the financial commitment and condition to the local host committee for inclusion in the bid for the 2015 World Men's Curling Championships (Attachment 2 of the May 30, 2013 staff report) and,**
- 3. Request staff contact Destination Halifax, World Trade and Convention Centre, and SEDMHA to ensure that the Curling event will not interfere or conflict with other events scheduled during the same time period.**

MOTION PUT AND PASSED.

9. NEXT MEETING DATE – August 7, 2013

10. IN CAMERA - NONE

10. ADJOURNMENT

The meeting was adjourned at 2:11 p.m.

Quentin Hill
Legislative Assistant