

SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES

November 13, 2013

PRESENT: Councillor Gloria McCluskey, Vice-Chair
Councillor Barry Dalrymple
Ms. Diane Kokesh
Mr. Timothy Rissesco

REGRETS: Councillor Brad Johns, Chair
Stuart Jolliffe
Mr. Colin Richardson
Mr. Jeff Ransome

STAFF: Ms. Elizabeth Taylor, Manager Events and Cultural Initiatives
Mr. Paul Forrest, Coordinator, Civic Events
Ms. Sherryl Murphy, Deputy Clerk

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1. CALL TO ORDER

The Chair called the meeting to order at 12:50 p.m. in the Media Room, 1st floor, City Hall, Halifax.

2. APPROVAL OF MINUTES – September 11, 2013

MOVED by Councillor Dalrymple, seconded by Mr. Rissesco that the September 11, 2013 minutes be approved as presented. MOTION PUT AND PASSED.

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

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

4. BUSINESS ARISING OUT OF THE MINUTES

4.1 Proposed Event Granting Policy

Ms. Elizabeth Taylor, Manager, Events and Cultural Initiatives provided an update regarding the Proposed Event Granting Policy indicating that the report is targeted for the December meeting of the Committee.

5. CONSIDERATION OF DEFERRED BUSINESS - None

6. CORRESPONDENCE, PETITIONS & DELEGATIONS

6.1 Correspondence - None

6.2 Petitions - None

6.3 Presentation

6.3.1 Blue Nose Squash

A copy of the presentation was before the Committee.

Mr. Larry Langley and Mr. Zal Devar of Blue Nose Squash provided an overview of the organization and the event. The request from HRM is for \$30,000. Mr. Langley and Mr. Devar then responded to questions from Members of the Committee and provided the following additional information/clarification:

- Mr. Langley indicated that his vision is that Blue Nose Squash develop programming underprivileged children
- This event attracts top ranked athletes to Halifax, has a great reputation and is a world class event
- As a totally volunteer run event, the event is s 'grass roots'

- Area schools are invited for two days and there are two events one of which is free to the public (a qualifying event) with 55 spectator seats available.
- Sixteen (16) junior players have an opportunity to get on the court with a professional

Councillor McCluskey thanked Mr. Langley and Mr. Devar for their presentation. Mr. Langley and Mr. Devar retired from the meeting.

6.3.2 Prismatic Festival

A copy of the presentation was before the Committee.

Ms. Maggie Stewart, Managing Director of Prismatic introduced Mr. Shahin Sayadi, Artistic Producer. Ms. Stewart went on to present the event. The request from HRM is for \$25,000.

Ms. Stewart and Mr. Sayadi responded to questions from members of the Committee and advised that Heritage Canada has confirmed \$44,000 in funding.

Councillor Dalrymple urged Ms. Stewart to contact the weekly and monthly papers in the rural areas noting that these papers would be pleased to do an article on the festival.

The Chair thanked Ms. Stewart and Mr. Devar for the presentation. Ms. Stewart and Mr. Devar retired from the meeting.

7. REPORTS

7.1 Staff

7.1.1 HRM Events Grants Second Intake Report

A staff report dated September 8, 2013 was before the Committee.

Referring to the presentation by Blue Nose Squash, Councillor Dalrymple noted that this event attracts top ranked athletes. He went on to indicate that HRM wants to be known as a city that attracts premier sports and entertainment events. Councillor Dalrymple recommended that Blue Nose Squash be awarded a grant of \$10,000 to which Mr. Rissesco agreed. Ms. Kokesh, referring to the scoring for this event, suggested that it should receive additional points because it is wholly run by volunteers. She further referred to scoring in the community engagement area, suggesting that the event contributes to HRM's identity and culture as being a community that attracts and supports top ranked sporting events.

With reference to the Prismatic Festival, note was made that this event has significant interest to tourists and enhances citizen exposure to a broad spectrum of art forms. Councillor Dalrymple recommended that this event also be awarded a grant of \$10,000.

Mr. Paul Forrest, Coordinator, Civic Events provided information relative to the Magnetic North Theatre Festival event noting that it would be held from June 18 – 28, 2014 at the Eastern Front Theatre. Mr. Forrest advised that the event is in a deficit position, however, a payment arrangement is in place. He further indicated that the event had suggested they would use grant monies received from HRM to fund staff recruited from the local area. Mr. Forrest noted that this event is one the top ranked theatre festivals in Canada.

Members of the Committee recognized the importance of the festival indicating that provision of a grant would be an expression of support for the Arts community in HRM.

Mr. Rissesco recommended the event be awarded a \$100,000 grant; however, the Committee did not support this recommendation.

MOVED by Ms. Kokesh, seconded by Mr. Rissesco the Special Events Advisory Committee recommend that Halifax Regional Council:

1. **Approve one (1) grant award to the Blue Nose Squash Classic from the 2013/14 Non-Annual Grants – Second Intake for a total of \$10,000 from the Marketing Levy Special Events Reserve (Q315).**
2. **Approve the following grant awards from the 2013/14 Non-Annual Grants – Second Intake for a total of \$85,000 from the Marketing Levy Special Events Reserve (Q315) in 2014/15, subject to 2014/15 budget approval:**

Prismatic	\$10,000
Magnetic North Theatre Festival	<u>\$75,000</u>
	\$85,000

3. **Approve four (4) grant awards from the 2013/14 Festival & Events – Second Intake for a total of \$4,000 funded from the 2013/14 Operating Budget Account No. C760 Regional Recreation & Culture as identified in Table 2 of the September 8, 2013 staff report.**

MOTION PASSED.

8. **ADDED ITEMS - None**
9. **NEXT MEETING DATE – December 11, 2013**

10. ADJOURNMENT

The meeting was adjourned at 2:40 p.m.

Sherrill Murphy
Deputy Clerk