

SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES

NOVEMBER 9, 2011

PRESENT: Councillor Sue Uteck, Chair
Councillor Barry Dalrymple
Colin Richardson, Member at Large
Brian Rose, Chamber of Commerce
Jonathan Wilkie, Greater Halifax Partnership
Stuart Jolliffe, Destination Halifax
Dianne Kokesh, Member at Large

REGRETS: Councillor Gloria McCluskey
Councillor Linda Mosher
Timothy Rissesco, Member at Large
Jeff Ransome, Hotel Association of Nova Scotia
Lisa Monk, Member at Large

STAFF: Mr. Mike Gillett, Coordinator, Civic Events
Mr. Andrew Cox, Coordinator, Civic Events
Mr. Billy Comer, Coordinator, Civic Events
Mr. Paul Forrest, Coordinator, Civic Events
Ms. Denise Schofield, Manager, Community & Recreation
Services
Mr. Brad Anguish, Director, Community & Recreation Services
Ms. Chris Newson, Legislative Assistant

TABLE OF CONTENTS

1.	CALL TO ORDER.....	3
2.	APPROVAL OF MINUTES – August 10, 2011	11
3.	APPROVAL OF THE ORDER OF BUSINESS AND APPROVAL OF ADDITIONS AND DELETIONS.....	11
4.	BUSINESS ARISING OUT OF THE MINUTES	11
	4.1 HRM Regional Plan Urban / Suburban / Rural Map	11
5.	CONSIDERATION OF DEFERRED BUSINESS	11
6.	CORRESPONDENCE, PETITIONS & DELEGATIONS	11
	6.1 Correspondence	11
	6.1.1 Resignation from the Special Events Advisory Committee	11
	6.2 Petitions.....	12
	6.3 Delegations.....	12
	6.3.1 Nova Scotia College of Art & Design 125th Anniversary– Artist for a Day....	3
	6.3.2 Aileen Meagher International Track Classic.....	3
	6.3.3 2012 CIS Final 8.....	4
	6.3.4 Canadian Basketball League of Canada All-Star Weekend.....	4
	6.3.5 Tall Ships Nova Scotia 2012.....	5
	6.3.6 Telus WorldSkin.....	5
7.	REPORTS	12
	7.1 Revised Event Grant Application and Evaluation Tools.....	12
	7.2 Proposed 2012 Meeting Schedule.....	12
8.	DATE OF NEXT MEETING – December 14, 2011.....	13
9.	ADDED ITEMS	13
	9.1 Festival and Events Grant Program – Second Intake.....	13
	9.2 Non Annual Event Grant Program – Second Intake	13
10.	ADJOURNMENT	13

1. CALL TO ORDER

The meeting was called to order at 10:04 a.m. without quorum present.

The Committee agreed to deal with Item 6.3 Delegations at this time.

6.3 Delegations

6.3.1 Nova Scotia College of Art & Design 125th Anniversary– Artist for a Day

A copy of the NSCAD – 125 presentation, including proposed budget, was circulated to the Committee at this time.

Councillor Uteck, Chair, welcomed the presenters and explained the Committee process.

Ms. Linda Hutchison, Director 125th Anniversary, Alumni and Development Office of University Relations NSCAD University, assisted by Mr. Peter Wunsch, president of the NSCAD University Alumni Association and Creative Director at Breakhouse, presented on behalf of the Nova Scotia College of Art and Design's application for the 125th Anniversary event – Artist for a Day. They then responded to questions of clarification from Members of the Committee. The funding support requested was for \$17,500.

The Chair thanked the presenters for the information provided.

Review and discussion of the score sheet commenced at this time. The Committee proposed the following amendments to the score sheet:

- the Major Event category increased from 15/25 to 20/25 as the event would be a significant community celebration
- Financial Support category increased to 6/6 from 4.5/6 based on budget confirmation provided during the presentation
- the category for % non resident participants decreased from 4/8 to 2/8.

The total score for the event was now at 61.5 which would support a funding range of \$8,750; a decrease from the staff recommended \$9,750.

The Committee agreed to the changes and proposed funding of \$8,750 pending further discussion on this matter following all presentations.

Further discussion was held under Item 9.2. See page 6.

6.3.2 Aileen Meagher International Track Classic

A copy of the presentation, including the operational budget template for the event, was circulated to the Committee at this time.

Councillor Uteck, Chair, welcomed the presenters and explained the Committee process.

Mr. Kevin Heisler, Meet Director, gave a presentation on the Aileen Meagher International Track Classic event planned for July 8, 2012 in Halifax. He then responded to questions of clarification from members of the Committee. The funding support requested was for \$50,000.

The Chair thanked the presenters for the information provided.

Further discussion was held under item 9.2. See page 6.

The meeting recessed at 10:55 a.m.

The meeting reconvened at 11:05 a.m.

6.3.3 2012 CIS Final 8

A copy of the Atlantic University Sport (AUS) presentation and a proposed budget for 2011/2012 was circulated to the Committee at this time.

Councillor Uteck, Chair, welcomed the presenters and explained the Committee process.

Mr. Phil Currie and Mr. John Patterson, Atlantic University Sport (AUS), presented information for the 2012 CIS Final 8 event. They then responded to questions of clarification from members of the Committee. The funding support requested was for \$80,000; \$50,000 would meet their needs in regard to hosting obligations and guarantee yet \$80,000 would enable provision of an enhanced advertising package nationally.

The Chair thanked the presenters for the information provided.

Further discussion held under item 9.2. See page 6.

Councillor Dalrymple entered the meeting at 11:34 a.m. Quorum was obtained at this time.

6.3.4 Canadian Basketball League of Canada All-Star Weekend

A copy of the National Basketball League of Canada's presentation for the March 2012 All Star weekend, including budget information, was circulated to the Committee at this time.

Councillor Uteck, Chair, welcomed the presenters and explained the Committee process.

Mr. André Livingston, President and CEO Halifax Rainmen, and Ms. Jillian Black presented information on the 2012 All Star Weekend event. They then responded to questions of clarification from Members of the Committee advising that the non profit society will hire the Halifax Rainmen to execute the All Star Weekend event. \$65,000 is to be paid to the league in order to host the All Star Weekend event. The funding support requested was for \$150,000.

The Chair thanked the presenters for the information provided.

Further discussion held under item 9.2. See page 6.

6.3.5 Tall Ships Nova Scotia 2012

A copy of the Tall Ships Nova Scotia presentation, including budget information for the 2012 event, was circulated to the Committee at this time.

Councillor Uteck, Chair, welcomed the presenters and explained the Committee process.

Mr. Colin MacLean, Ms. Jennifer Angel and Ms. Leanne Strathdee, Waterfront Development Corporation Ltd. (WDCL), presented on behalf of the Tall Ships Nova Scotia event. They then responded to questions of clarification from Members of the Committee explaining that if the \$700,000 requested were obtained, consideration has been given to providing complimentary access to the ships as a public engagement piece and removing the ticket revenue line from the budget. The funding support requested was for \$700,000.

The Chair thanked the presenters for the information provided.

Further discussion held under item 9.2. See page 6.

The meeting recessed at 11:47 a.m.

The meeting reconvened at 12:53 p.m.

The Committee agreed to deal with added item 6.3.6 at this time.

6.3.6 Telus WorldSkin

An information package on the Telus World Skin event and the Glen Arbour Golf course was circulated to the Committee at this time.

Councillor Uteck, Chair, welcomed the Presenter and explained the Committee process.

Mr. Mike DeYoung, General Manager/Superintendent, Glen Arbour, presented the Telus World Skin event information. He explained that the Request for Proposal was

released by IMG on October 1st with a deadline of October 31st for bids to be received. They were aware that they would be submitting a bid without firm funding in place due to the tight timelines; IMG (International Management Group) responded to their bid advising that they would require \$325,000 in total support. The deadline for Glen Arbour's response is now Friday, November 11, 2011. A request for support from the Province has been submitted but nothing confirmed in writing as of yet.

Mr. DeYoung then responded to questions of clarification from Members of the Committee advising that the proposal to HRM has been submitted by a non profit group. The funding support requested was for \$200,000 from HRM and the province with \$140,000 hoped for from HRM.

Councillor Dalrymple explained that the Special Events Advisory Committee was an advisory committee to Regional Council who had the final approval for such applications for funding.

Councillor Uteck advised that following the Committee's decision, staff would be required to prepare a report to Regional Council, however; she would attempt to have this request before Council as soon as possible.

The Chair thanked Mr. DeYoung for the information provided.

Further discussion was held under Item 9.2. See page 6.

The Committee agreed to deal with Item 9.2 at this time.

9.2 Non Annual Event Grant Program – Second Intake

The October 6, 2011 staff report was before the Committee.

Presentations from five (5) applicants, with the addition of the Telus World Skin event, were heard earlier in the meeting, See Item 6.3, page 3.

MOVED by Mr. Stuart Jolliffe, seconded by Councillor Barry Dalrymple that the Special Events Advisory Committee recommend that Halifax Regional Council:

- 1. Approve an increase to operating cost centre C772 in the amount of \$89,750 with funding as a 2011/12 withdrawal from the Marketing Levy Special Events Reserve (MLSER) – Q315 for four (4) grant awards from the 2011/12 Non-Annual Events (second intake) as identified in Table 1, page 7 of the October 6, 2011 staff report;**
- 2. Approve, in principle, four (4) grant awards for a total of \$690,750 from the 2011/12 Non-Annual Events (second intake) for 2012/13 events as identified in Table 1, page 7 of the October 6, 2011 staff report, to be funded from the MLSER-A315 in 2012/13;**

3. **Require confirmation of the event attendance and financial information to confirm that the funding is still required for events that have already occurred (International Bazaar and Canadian Sailing Championships); and,**
4. **Defer consideration of the 2013 Continental Cup of Curling application until further information is provided.**

Discussion ensued on the proposed recommended awards and information provided during the presentations.

NSCAD – Artist for a Day 125th

Further discussion on the proposal to reduce funding to \$8,750, as outlined on page 3, was deferred to the end of the award reviews. See page 9.

Aileen Meagher International Track Classic

Mr. Paul Forrest, Coordinator, Civic Events, explained that there was an error in the score sheet in that the category for Combined Event should be 10/15 not 15/15 as the event will be a combination of free and gated. The score would now be 52/100.; a decrease from the staff recommended 57/100. The staff recommended award is thereby reduced by \$5,000 from \$19,500 to \$14,500.

Members of the Committee expressed concern with the following: financial support as presented earlier in the meeting being inverse to the usual with the municipal share requested being higher than the provincial share; the event is a great athletic event that may grow into a tourism event but is it a tourism event at this time; the athletes would be staying mostly at the SMU campus and not in hotels yet the MLSE funding comes from the market levy; and, details of how the extra funding requested would be used to grow the event were not provided.

MOVED by Councillor Dalrymple, seconded by Mr. Stuart Jolliffe that the motion be amended to a recommended award \$14,500; a decrease of \$5,000 from \$19,500, to the Aileen Meagher International Track Classic event based on a revised score sheet as follows: revision to the Free or Low Costs Gated vs. Non Gated category which should be 10/15 not 15/15 as the event is combined gated/non gated which resulted in a total score of 52/100, a decrease from the staff recommended 57/100. MOTION TO AMEND PUT AND PASSED.

AUS – 2012 CIS Final 8

MOVED by Mr. Stuart Jolliffe, seconded by Mr. Brian Rose that the motion be amended to a recommended award \$50,000 to the AUS – 2012 CIS Final 8 event. MOTION TO AMEND PUT AND PASSED.

Canadian Basketball League All Star Weekend

Mr. Jolliffe declared a potential conflict of interest for this matter due to his association with the host hotel for the Halifax Rainmen.

Councillor Uteck, Chair, advised Mr. Jolliffe that he would not be in conflict for this matter and was able to participate in the discussion.

Members of the Committee inquired as to how the event could be classified as international and requested clarification on the budget presented.

MOVED by Mr. Brain Rose, seconded by Ms. Dianne Kokesh that this matter be deferred to the December 14th meeting pending budget review and additional information from the Event Organizers in regard to the budget. Staff are requested to invite the Presenters to be present at the December 14th meeting to respond to questions of clarification from the Committee. MOTION TO DEFER PUT AND PASSED.

Tall Ships Nova Scotia 2012

MOVED by Councillor Dalrymple, seconded by Mr. Brian Rose that the motion be amended to a recommended award of \$500,000 for the Tall Ships Nova Scotia 2012 event. MOTION PUT AND PASSED.

Telus World Skins

Mr. Jolliffe indicated a potential conflict of interest in regard to this item due to his association with the hotels.

Councillor Uteck, Chair, advised that Mr. Jolliffe was not in a conflict situation in regard to this item.

The Committee amended the score sheet in regard to the % Non Resident Participation for the attendance category by increasing it to 9/15. The resulting revised score was now 64.25/100 or 65% of their ask which equalled an amount of \$75,000.

MOVED by Mr. Stuart Jolliffe, seconded by Mr. Brian Rose that the motion be amended to include a recommendation that Halifax Regional Council award \$75,000 to the Telus World Skin event contingent upon:

- (Glen Arbour) securing the event;
- securing provincial funding of \$125,000;
- discussion and agreement in regard to HRM obtaining an appropriate share of sponsorship advertising associated with the event.

MOTION PUT AND PASSED.

Clipper Round the World Yacht Race

Staff advised that the Clipper Round the World Yacht Race applicants had withdrawn their application. The budget now has an additional \$94,500 available for distribution.

Canadian Sailing Championships

Staff advised that this event has already been held.

MOVED by Councillor Dalrymple, seconded by Mr. Jonathan Wilkie that the Special Events Advisory Committee recommend that Halifax Regional Council award \$2,000 for the Canadian Sailing Championships pending confirmation of the event attendance and financial information to confirm that the funding is still required for events that have already occurred. MOTION PTU AND PASSED.

International Bazaar

Staff advised that this event has already been held.

MOVED by Mr. Colin Richardson, seconded by Mr. Stuart Jolliffe that the Special Events Advisory Committee recommend that Halifax Regional Council award \$4,500 to the International Bazaar event pending confirmation of the event attendance and financial information to confirm that the funding is still required for events that have already occurred. MOTION PUT AND PASSED.

NSCAD- 125

Discussion ensued on the NSCAD – 125th Anniversary Artist for a Day event and considered award of \$8,750 based on discussions held earlier in the meeting. See page 3.

MOVED by Mr. Stuart Jolliffe, seconded by Mr. Jonathan Wilkie that the motion be amended to a recommended award of \$10,000, (an increase of \$250 from the staff recommended \$9,750) based on a revised score sheet as follows: the Significant Community Celebration category be increased to 20/25 from 15/25; the % Non Resident Participants/Spectators category be decreased to 2/8 from 4/8 as the event is expected to draw less than 25%; the Financial Support category be increased to 6/6 from 4.5/6 as Federal support has been confirmed. MOTION PUT AND PASSED.

Without a vote being taken on the main motion, discussion ensued on the amendments to the main motion with the following amended motion being placed before the Committee for consideration:

MOVED by Mr. Stuart Jolliffe, seconded by Councillor Barry Dalrymple that the Special Events Advisory Committee recommend that Halifax Regional Council:

1. **Approve an increase to operating cost center C772 in the amount of \$131,500 with funding as a 2011/12 withdrawal from the Marketing Levy Special Events Reserve (MLSER) – Q315: for five (5) grant awards from the 2011/12 Non-Annual Events (second intake) as identified in Table 1, page 7 of the October 6, 2011 staff report with the following amendments:**

Sporting Events:

- (i) **Defer the National Basketball League of Canada All Star Weekend (11/12) pending further discussion by the Special Events Advisory Committee**
- (ii) **CIS Final 8 recommended award of \$50,000; an increase of \$4,250 from the recommended amount of \$45,750**
- (iii) **Canadian Sailing (CYA) Championships in the amount of \$2,000 as recommended pending confirmation of the event attendance and financial information to confirm that the funding is still required for events that have already occurred and;**
- (iv) **the addition of the Telus World Skin event with a recommended grant award of \$75,000 contingent upon (Glen Arbour) a) securing the event, b) securing provincial funding of \$125,000, c) discussion and agreement in regard to HRM obtaining an appropriate share of sponsorship advertising associated with the event.**

Tourism Events:

- (v) **International Bazaar in the amount of \$4,500 pending confirmation of the event attendance and financial information to confirm that the funding is still required for events that have already occurred.**
2. **Approve, in principle, four (4) grant awards for a total of \$524,500 from the 2011/12 Non-Annual Events (second intake) for 2012/13 events as identified in Table 1, page 7 of the October 6, 2011 staff report and as amended by the Special Events Advisory Committee, to be funded from the MLSER – Q315 as follows:**

Sporting Events:

- (i) **Aileen Meagher International Track Classic recommended award of \$14,500; a decrease of \$5,000 from \$19,500.**

Tourism Events:

- (ii) **Tall Ships Nova Scotia 2012 in the amount of \$500,000; a decrease of \$67,000 from the proposed \$567,000, and;**
- (iii) **Removal of the Clipper Round the World Yacht Race as the applicant has withdrawn their application.**

Major Civic Celebrations:

- (iv) **Artist for a Day – NSCAD 125 in the amount of \$10,000; an increase of \$250 from the recommended amount of \$9,750.**

3. **Defer consideration of the 2013 Continental Cup of Curling application until further information is provided.**

MOTION PUT AND PASSED.

The Committee returned to its regular agenda at this time.

2. **APPROVAL OF MINUTES – August 10, 2011**

MOVED by Councillor Dalrymple, seconded by Mr. Brian Rose that the minutes of August 10, 2011, as presented, be approved. MOTION PUT AND PASSED.

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

Additions: 9.1 Festival and Events Grant Program – Second Intake
9.2 Non Annual Event Grant – Second Intake
6.3.6 Telus World Skin - Presentation

Deletion: Item 7.2 Proposed 2012 Meeting Schedule

The agenda, as amended, was approved.

4. **BUSINESS ARISING OUT OF THE MINUTES**

- 4.1 **HRM Regional Plan Urban / Suburban / Rural Map (August 10, 2011)**

The maps were requested for the December meeting.

5. **CONSIDERATION OF DEFERRED BUSINESS - NONE**

6. **CORRESPONDENCE, PETITIONS & DELEGATIONS**

- 6.1 **Correspondence**

- 6.1.1 **Resignation from the Special Events Advisory Committee**

A copy of the resignation of Deputy Mayor Smith was before the Committee.
A copy of the amended Terms of Reference and Membership List was before the Committee.

Councillor Uteck, Chair, explained that Deputy Mayor Smith had resigned from the Committee due to scheduling conflicts; the resulting vacancy matter had been forwarded to the Audit and Finance Standing Committee.

The Legislative Assistant advised that this matter was dealt with by the Audit and Finance Standing Committee as they are the nominating body for appointments, both citizen and Councillor, to the Special Events Advisory Committee. The Standing Committee's recommendation was forwarded to, and approved by, Halifax Regional Council that the Terms of Reference for the Special Events Advisory Committee, in regard to its Composition, be amended by reducing the number of elected officials from five (5) to four (4).

6.2 Petitions – NONE

6.3 Delegations

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

7. REPORTS

7.1 Revised Event Grant Application and Evaluation Tools

The October 14, 2011 staff report was before the Committee.

Mr. Paul Forrest, Coordinator, Civic Events, presented the staff report. He explained that the amendments proposed for the application form were friendly amendments to best reflect the information requested of applicants by the Special Events Advisory Committee. Hallmark Events would not be required to submit an annual application form as they are annual events.

MOVED by Ms. Dianne Kokesh, seconded by Councillor Barry Dalrymple that the Special Events Advisory Committee approve the revised application form as presented in the October 14, 2011 staff report. MOTION PUT AND PASSED.

The committee agreed to deal with Item 9.1 at this time.

9.1 Festival and Events Grant Program – Second Intake

The October 6, 2011 staff report was before the Committee.

MOVED by Mr. Stuart Jolliffe, seconded by Mr. Brian Rose that the Special Events Advisory Committee recommend that Halifax Regional Council approve the 2011/12 Festival and Events grant awards (second intake) for at total of \$5,250, as presented in Table 1 of the October 6, 2011 staff report, and subject to confirmation of event attendance and financial information to confirm that the funding is still required. MOTION PUT AND PASSED.

7.2 Proposed 2012 Meeting Schedule

A revised 2012 meeting schedule was circulated to the Committee.

This matter was deferred to the December 14th meeting.

8. DATE OF NEXT MEETING – December 14, 2011

9. ADDED ITEMS

9.1 Festival and Events Grant Program – Second Intake

This item was dealt with earlier in the meeting. See page 12.

9.2 Non Annual Event Grant Program – Second Intake

This item was dealt with earlier in the meeting. See page 6.

10. ADJOURNMENT

The meeting was adjourned at 2:42 p.m.

Chris Newson
Legislative Assistant

IN CAMERA – NONE

INFORMATION ITEMS - NONE