

SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES

February 6, 2013

PRESENT: Councillor Brad Johns, Chair
Councillor Barry Dalrymple
Ms. Diane Kokesh
Mr. Colin Richardson
Mr. Jeff Ransome
Ms. Lisa Monk
Mr. Stuart Joliffe

REGRETS: Councillor Gloria McCluskey, Vice-Chair
Mr. Jonathan Wilkie

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 12:36 p.m. in Halifax Hall.

2. APPROVAL OF MINUTES – January 9, 2013

MOVED by Councillor Dalrymple, seconded by Mr. Richardson to approve the minutes as presented. MOTION PUT AND PASSED.

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

The Committee approved the agenda as presented.

4. BUSINESS ARISING OUT OF THE MINUTES

5. CONSIDERATION OF DEFERRED BUSINESS

5.1 Equipment and Operating and Reserve Funds

The Committee decided to address this at another meeting due to a heavy agenda. The Committee also requested a full reconciliation of the 2012/2013 financial account.

6. CORRESPONDENCE, PETITIONS & DELEGATIONS

6.1 Correspondence - None

6.2 Petitions- None

6.3 Presentation

6.3.1 Bluenose Marathon

A copy of the Blue Nose Marathon presentation and budget information was before the Committee.

Mr. Richardson declared conflict of interest for the presentation as he was a member of Team Myles and removed himself from discussion on this matter.

Mr. Rod McCulloch, Mr. Gerry Walsh and Mr. Chris Larsen provided a verbal update on the event. The request is for \$60,000, which helps cover the cost of city services required for the event. They then responded to questions from Members of the Committee and provided the following additional information/clarification:

- Partnership with provincial government and health organizations.

- Have raised 1.4 million in the charity challenge.
- Scotiabank runs the charitable aspect of the marathon and issues receipts
- Promotes HRM as a healthy area to live.
- Even with an increase of registration fees, pre-registration is higher at this point than previous years.
- With the event getting bigger the challenge has been the costs of service increasing

Councillor Johns thanked the presenters for the information provided and advised that staff would contact them when the Committee made a decision.

6.3.2 Atlantic Film Festival

A copy of the Atlantic Film Festival presentation and budget were before the committee.

Mr. Wayne Carter gave presentation of the event. The request is for \$75,000 to cover marketing, enhanced online presence and free public events. Mr. Carter then responded to questions from Members of the Committee and provided the following additional information/clarification:

- Over 3000 visitors on Facebook and Twitter.
- Permanent resident of HRM for hosting the event, nowhere else in the region to host the event.
- HRM cultural leader in the region for film.
- 12 free outdoor HRM screenings with one at the Emera Oval.
- Has funding from multi-levels of government.

Councillor Johns thanked the presenters for the information provided and advised that staff would contact them when the Committee made a decision.

6.3.3 Halifax Pop Explosion

A copy of the Halifax Pop Explosion presentation and budget were before the Committee.

Mr. Johnny Stevens gave presentation of the event. The request is for \$55,000 to help pay for the cost of free public events and concerts. Mr. Stevens then responded to questions from Members of the Committee and provided the following information/clarification:

- Event hosts a number of free and paid events, with the largest demographic attending events are ages 18-34.
- Sustainable event based on diverse revenue sources.
- Major Tourism impact with 3 sold out nights in host hotel with many other rooms sold in other hotels in HRM.

- Google is live streaming for the festival.
- HRM receives 4.5 million in economic spinoff.

Councillor Johns thanked the presenters for the information provided and advised that staff would contact them when the Committee made a decision.

6.3.4 Royal Nova Scotia International Tattoo

A copy of the Royal Nova Scotia International Tattoo presentation and budget were before the Committee.

Mr. Ian Fraser gave presentation of the event. The request is for \$170,000 to match the provincial investment for the event. Mr. Fraser then responded to questions from Members of the Committee and provided the following information/clarification:

- Revenue is raised on ticket sales and the ticket prices have not been raised.
- Surveys indicate that 68% of the audience come from outside HRM.
- 99% of 2.5 million budget is spent in HRM
- 12.5 million ROI for HRM.
- PBS will air the Royal Nova Scotia International Tattoo in Buffalo and Detroit.
- Discussions have been underway to have the show aired on the Vision Network and the History Channel.

Councillor Johns thanked the presenters for the information provided and advised that staff would contact them when the Committee made a decision.

6.3.4 SEDMHA

A copy of the SEDMHA presentation and budget were before the Committee.

Mr. Bob Dulhanty and Mr. Wayne MacDonald gave presentation of the event. The request is for \$25,000 which is used to fund ice costs and general expenses. The SEDMHA representatives then responded to questions from Members of the Committee and provided the following information/clarification:

- 28.3 million in HRM in economic activity
- 18.9 million in expenditures in HRM with 5 million in accommodations and food services.
- Attracts 300 teams, with 120 of the teams outside HRM and 70 that are out of the province.
- SEDMHA has been an HRM event for the last 35 years.
- Use all the HRM ice surfaces for the tournament.
- Staff that are paid are done are groups that use the event for fundraising.
- Dartmouth Boys and Girls Club will be doing the 50/50 for the event.

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

6.3.6 Scotia Festival of Music

A copy of the Scotia Festival of Music presentation and budget were before the Committee.

Mr. Chris Wilcox gave presentation of the event. The request is for \$17,000 which is used for festival operating expenses. Mr. Wilcox then responded to questions from Members of the Committee and provided the following information/clarification:

- Record 45 artists attended from outside Canada last year.
- 85 visitors from outside HRM
- CBC broadcasts several Scotia Festivals nationally.
- Marketing plan is to mail- out of 10,000 brochures and types of advertising which would include acknowledgements of HRM as a sponsor.

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

7. REPORTS

7.1 Staff

7.1.1 Hallmark Event Grant 2013 Renewals

The Committee decided to hear the final Hallmark presentations before making a decision on the staff recommendations in the January 17, 2013 staff report. This item would be dealt with at the February 18th, 2013 SEAC meeting.

8. ADDED ITEMS

8.1 Conflict of Interest Questions

After a discussion surrounding conflict of interest, the Committee requested to have a HRM Legal representative in attendance to clarify questions surrounding conflict of interest. This item is to be addressed at the February 18th, 2013 SEAC meeting.

9. NEXT MEETING DATE – February 18, 2013

10. ADJOURNMENT

The meeting was adjourned at 3:10 p.m.

Quentin Hill
Legislative Assistant