



**SPECIAL EVENTS ADVISORY COMMITTEE  
MINUTES  
May 10, 2023**

**PRESENT:** Councillor Tony Mancini, Chair  
Councillor Kathryn Morse, Vice Chair  
Councillor Pam Lovelace  
Tim Rissesco  
Ross Jefferson  
Alison Gillan  
Roberta Dexter Robidoux  
Gordon Stewart

**REGRETS:** Mark Schaay

**STAFF:** Billy Comer, Manager, Events  
Shari Dillman, Civic Events Coordinator/Events Grant Administrator  
Krista Vining, Acting Deputy Clerk  
Lama Farhat, Legislative Assistant

*The following does not represent a verbatim record of the proceedings of this meeting.*

*The agenda, reports, supporting documents, and information items circulated are online at [halifax.ca](http://halifax.ca).*

*The meeting was called to order at 9:30 a.m. The Committee adjourned at 10:55 a.m.*

**1. CALL TO ORDER AND LAND ACKNOWLEDGEMENT**

The Chair called the meeting to order at 9:30 a.m. and acknowledged that the meeting took place in the traditional and ancestral territory of the Mi'kmaq people, and that we are all treaty people.

**2. APPROVAL OF MINUTES – April 12, 2023 and April 24, 2023**

MOVED by Councillor Morse, seconded by Gordon Stewart

**THAT the minutes of April 12, 2023 and April 24, 2023 be approved as circulated.**

**MOTION PUT AND PASSED.**

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

Additions: None

Deletions: None

MOVED by Councillor Morse, seconded by Alison Gillan

**THAT the agenda be approved as presented.**

**MOTION PUT AND PASSED.**

**4. BUSINESS ARISING OUT OF THE MINUTES - NONE**

**5. CALL FOR DECLARATION OF CONFLICT OF INTERESTS – NONE**

**6. CONSIDERATION OF DEFERRED BUSINESS – NONE**

**7. CORRESPONDENCE, PETITIONS & DELEGATIONS**

**7.1 Correspondence - None**

**7.2 Petitions – None**

**7.3 Presentation - None**

**8. INFORMATION ITEMS BROUGHT FORWARD – NONE**

**9. REPORTS**

**9.1 STAFF**

**9.1.1 MLSER Grant Report 2023**

The following was before the Committee:

- Staff report dated April 26, 2023

Shari Dillman, Civic Events Coordinator/Events Grant Administrator provided an overview of the of the MLSER Grant Report 2023, the changes to Administrative Order 2014-020-GOV, *Respecting Marketing Levy Special Event Reserve Grant* and the seven proposed Distinguished Event Grant applications. Dillman noted a minor reduction of \$23,500 to the Marketing Levy Funds due to an unanticipated reduction to the Major Hosting Allotment.

The Committee agreed to evaluate each of the Distinguished Event Grants applications separately and consider amendments to the staff recommendation if required.

MOVED by Councillor Morse, seconded by Alison Gillan

**THAT the Special Events Advisory Committee recommend that Halifax Regional Council:**

- 1. Adopt the amendments to Administrative Order 2014-020-GOV – Respecting Marketing Levy Special Event Reserve Grants as set out in Attachment 2 of the staff report dated April 26, 2023;**
- 2. Approve total funding in the amount of \$973,500 from the Community and Events Reserve, Q621, as proposed in the following categories:**
  - a. Seven (7) Distinguished Event Grants for a total of \$250,000 as identified in Table 1;**
  - b. Eleven (11) Signature Event Grants for a total of \$573,500 as identified in Table 2;**
  - c. And one (1) Major Hosting Event (previously approved) for a total of \$150,000 as identified in Table 2;**
- 3. Pending final approval of the 2024/25 budget, approve \$573,500 for previously approved Signature Grants as identified in Table 3;**
- 4. Direct the Chief Administrative Officer (CAO) to undertake a review of administrative Order 2014-020-GOV – *Respecting Marketing Levy Special Event Grants* and report through the Special Events Advisory Committee to Regional Council with proposed changes.**

Billy Comer, Manager, Events and Dillman responded to questions of clarification from the Committee regarding the for-profit and non-profit partnerships between CFL Ventures and the Canadian Football Hall of Fame, Volley Ball Nova Scotia and Sports Entertainment Atlantic, and Trixstar and the Canadian Progress Club. Comer and Dillman clarified that staff proposed grant amounts are based on calculations from the Destination International's Event Impact Calculator (EIC), an economic assessment tool, and explained the funding considerations for multi-year funding events. Staff noted that it was up to the discretion of the Committee and Regional Council to evaluate and approve the grants for for-profit/non-profit partnerships based on the information provided by applicants.

Rosalyn Smith, Director, Regional Recreation Services responded to questions of clarification from the Committee.

Comer and Dillman spoke to the review process of Administrative Order 2014-020-GOV, *Respecting Marketing Levy Special Event Reserve Grant*, and noted that the Committee would be consulted throughout. In response to the overview, the Committee expressed interest in holding a working session to review the MLSER grant process and provide staff with feedback where needed.

**MOTION PUT AND PASSED.**

## **9.2 COMMITTEE MEMBER UPDATES**

### **9.2.1 Ross Jefferson – Discover Halifax**

The following was before the Committee:

- Presentation dated May 10, 2023

Ross Jefferson, Discover Halifax gave a presentation and responded to questions of clarification from the Committee regarding room thresholds and data gathering and measurements by Discover Halifax.

## **10. ADDED ITEMS – NONE**

## **11. DATE OF NEXT MEETING – June 14, 2023**

## **12. ADJOURNMENT**

**Special Events Advisory Committee  
Minutes  
May 10, 2023**

The meeting adjourned at 10:55 a.m.

Lama Farhat  
Legislative Assistant