



**SPECIAL EVENTS ADVISORY COMMITTEE  
MINUTES  
January 11, 2017**

**PRESENT:** Councillor Stephen Adams, Acting Chair  
Mr. Stuart Jolliffe  
Mr. Gordon Stewart  
Mr. Robert Logan  
Mr. Bruce Holland  
Mr. Kevin MacIntyre

**REGRETS:** Deputy Mayor Steve Craig, Chair  
Councillor Lorelei Nicoll  
Mr. Jeff Ransome

**GUESTS:** Councillor Tony Mancini

**STAFF:** Ms. Elizabeth Taylor, Manager Culture and Events  
Mr. Paul Forrest, Civic Events Coordinator  
Ms. Phoebe Rai, Legislative Assistant

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

*The agenda, supporting documents, and information items circulated to the Special Events Advisory Committee are available online: <http://www.halifax.ca/boardscom/seac/170111seac-agenda.php>*

*The meeting was called to order at 9:00 a.m. and adjourned at 9:57 a.m.*

**1. CALL TO ORDER**

The Acting Chair called the meeting to order at 9:00 a.m.

**2. APPROVAL OF MINUTES – July 6, 2016**

MOVED by Mr. Joliffe, seconded by Mr. MacIntyre

**THAT the minutes of July 6, 2016 be approved as presented.**

**MOTION PUT AND PASSED.**

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

Additions: 10.1 Q621 Reserve Update

MOVED by Mr. Jolliffe, seconded by Mr. Logan

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

Two-third majority vote required.

**MOTION PUT AND PASSED.**

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

The Committee requested further information regarding suggested modifications to the MLSER Administrative Order. Staff agreed to review the Administrative Order and bring potential changes back to the Committee for discussion.

Ms. Elizabeth Taylor, Manager, Culture and Events provided an update regarding the development of an Events Strategy, advising that the discussion has been ongoing through the stakeholder working group. She advised that there is a report forthcoming to the Community Planning and Economic Development Standing Committee.

The Committee expressed interest in reviewing the report at a future meeting; however, it was noted that the Special Events Advisory Committee is not mandated to provide advice regarding policy. Policy discussions fall under the purview of the Standing Committee.

Further discussion ensued, and it was suggested that the report be brought forward to the next meeting for discussion.

MOVED by Mr. MacIntyre, seconded by Mr. Jolliffe

**THAT the Events Strategy Information Report be brought forward to the next meeting of the Special Events Advisory Committee for discussion purposes.**

**MOTION PUT AND PASSED.**

- 5. CALL FOR DECLARATION OF CONFLICT OF INTERESTS – NONE**
- 6. CONSIDERATION OF DEFERRED BUSINESS – NONE**
- 7. CORRESPONDENCE, PETITIONS & DELEGATIONS – NONE**
- 8. INFORMATION ITEMS BROUGHT FORWARD – NONE**

**9. REPORTS**

**9.1 STAFF**

**9.1.1 2018 Canadian Sport Tourism Alliance Sport Events Congress Event**

The following was before the Special Events Advisory Committee:

- A staff recommendation/report dated January 4, 2017

Ms. Elizabeth Taylor, Manager, Culture and Events provided commentary with respect to the history of the application and outlined the staff report. It was noted that as HRM and not an external organization submitted an application to the National Call to Host released by the Canadian Sport Tourism Alliance (CSTA) for the 2018 Sport Event Congress, the event was not considered through the Major Hosting Event program.

MOVED by Mr. Logan, seconded by Mr. Holland

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

- 1. Authorize the CAO to negotiate and execute an agreement with the Canadian Sport Tourism Alliance for hosting the 2018 Sport Event Congress outlining key terms and conditions;**
- 2. Approve funding up to a maximum amount of \$150,000 from the Community and Events Reserve, Q621, to host the 2018 Sport Events Congress conditional on Halifax securing the Congress and securing funding towards the hosting fee from the Province of Nova Scotia; and**
- 3. Direct staff to continue to explore additional funding from Province of Nova Scotia and other potential sponsors.**

The Committee expressed support for hosting the event and the host fee of \$150,000. They enquired as to what strategy was planned to follow up with the event rights holders post event and which principal agency would have the authority to manage the conversion of leads to maximize the return on the investment. Ms. Taylor noted that the identification of stakeholder roles and responsibilities is one of the elements of the HRM Hosting and Attraction event strategy currently under review. The Committee requested that Council be made aware of their concern regarding this matter.

Noting that the CSTA Sport Event Congress is a unique sports tourism event that closely aligns with the mandate of the Nova Scotia Department of Communities, Culture and Heritage, under which Sport, Major Event Hosting and Strategic Funding Initiative programs fall, the Committee discussed amending the motion to recommend that staff work with the Province to provide 50% funding.

MOVED by Mr. Jolliffe, seconded by Mr. MacIntyre

**THAT the motion be amended to recommend that staff continue to explore funding from potential sponsors and up to a 50% (\$75,000) cost share from the Province of Nova Scotia.**

**MOTION TO AMEND PUT AND PASSED.**

**AMENDED MOTION PUT AND PASSED.**

**9.1.2 Proposed 2017 Meeting Schedule**

The following was before the Special Events Advisory Committee:

- Proposed 2017 Meeting Schedule – Special Events Advisory Committee

MOVED by Mr. Stewart, seconded by Mr. Jolliffe

**THAT the Special Events Advisory Committee approve the 2017 Meeting Schedule.**

**MOTION PUT AND PASSED.**

**9.2 COMMITTEE MEMBER UPDATES - NONE**

**10. ADDED ITEMS**

**10.1 Q621 Update**

Ms. Elizabeth Taylor, Manager, Culture and Events advised that the Q621 reserve combines and replaces four separate reserves, and the MLSER is a line item within the reserve. She indicated that it will still be treated the same as when it was its own reserve, including the reservation of \$400,000 from the annual amount.

A brief discussion ensued, with Committee members requesting clarification regarding where unallocated funds from the hotel levy would be placed.

Staff agreed to follow up with Committee members to provide more clarity on this matter.

**11. DATE OF NEXT MEETING - February 22, 2017, 9:00 a.m., Halifax Hall**

**12. ADJOURNMENT**

The meeting adjourned at 9:57 a.m.

Phoebe Rai  
Legislative Assistant