



**SPECIAL EVENTS ADVISORY COMMITTEE
SPECIAL MEETING MINUTES
April 5, 2017**

PRESENT: Councillor Stephen Adams, Chair
Councillor Tony Mancini, Vice Chair
Stuart Jolliffe
Robert Logan
Jeff Ransome
Kevin MacIntyre
Gordon Stewart

REGRETS: Councillor Matt Whitman
Bruce Holland

STAFF: Elizabeth Taylor, Manager Culture and Events
Paul Forrest, Civic Events Coordinator
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/170405seac-agenda.php>

The meeting was called to order at 9:01 a.m. and adjourned at 10:15 a.m.

1. CALL TO ORDER

The Chair called the meeting to order at 9:01 a.m.

2. APPROVAL OF MINUTES – February 22, 2017

MOVED by Stuart Jolliffe, seconded by Councillor Mancini

THAT the minutes of February 22, 2017 be approved as presented.

MOTION PUT AND PASSED.

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

MOVED by Robert Logan, seconded by Gordon Stewart

THAT the agenda be approved as presented.

MOTION PUT AND PASSED.

4. DISCUSSION – Modifications to Administrative Order 2014-020-GOV Respecting Marketing Levy Special Event Reserve Grants

The following was before the Special Events Advisory Committee:

- A handout entitled “MLSER Administrative Order Notes”
- A staff presentation dated April 5, 2017

Elizabeth Taylor, Manager of Culture and Events, outlined staff’s suggested approach to the revision of the Administrative Order, noting that focusing on budget size has lead to some gaps in the ability to fund certain events, such as national sporting events. Taylor introduced Ken Bagnell, President of Canadian Sports Centre Atlantic who was in attendance to answer questions regarding this type of event.

The Committee entered into a discussion regarding possible modifications to Administrative Order 2014-020-GOV Respecting Marketing Levy Special Event Reserve Grants. Key suggested revisions include:

- Separate events into two broad categories: Annual and Non-Annual Events;
- Non-Annual events would be divided into two sub-categories:
 - Major: open intake, six months in advance of events
 - Non-Major: open intake, three months in advance of events;
- Annual events would be divided into three sub-categories:
 - Signature: one intake per year
 - Special: two intakes per year
 - Emerging: two intakes per year;
- STEAM remains the best tool to gauge economic return;
- The division between Major and Non-Major events can be determined by reviewing past funding decisions according to STEAM models and budgets;
- For Emerging events, adjudication of requests should be primarily based on the strength of the business plan;
- The procedure to direct a minimum of \$400,000 annually to a Major Hosting fund should be enshrined in the Administrative Order.

Staff agreed to return to the Committee in May to further consider these revisions and criteria for evaluating applications under the newly defined categories.

