



**SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES
February 20, 2019**

PRESENT: Councillor Stephen Adams, Chair
Bruce Holland
Jeff Ransome
Ross Jefferson
Alison Gillan
Gordon Stewart
Ken Bagnell

REGRETS: Deputy Mayor Tony Mancini, Vice Chair
Councillor Lisa Blackburn

STAFF: Christine Buckley, Civic Events Coordinator
Paul Forrest, Project Manager, North American Indigenous Games
Shari Dillman, Events & Culture Support Administrator
Kellie McIvor, Cultural Asset Manager (Curator)
Simon Ross-Siegel, 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.

The meeting was called to order at 9:04 a.m. and recessed at 9:50 a.m. The Committee reconvened at 10:20 a.m. and adjourned at 10:47 a.m.

1. CALL TO ORDER

The Chair called the meeting to order at 9:04 a.m.

2. APPROVAL OF MINUTES – November 14 and November 21, 2018

Simon Ross-Siegel, Legislative Assistant, that Alison Gillan's name is not listed though the member was present at both meetings and noted the correction.

MOVED by Alison Gillan, seconded by Jeff Ransome

THAT the minutes of November 14 and November 21, 2018 be approved as amended.

MOTION PUT AND PASSED.

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

Deletion:

7.3.3 Atlantic Indigenous Games

MOVED by Bruce Holland, seconded by Ken Bagnell

THAT the agenda be approved as amended.

MOTION PUT AND PASSED.

4. BUSINESS ARISING OUT OF THE MINUTES

The Committee noted there were several items arising from the November 14th meeting including a presentation from the Special Events Task Force on municipal service costs charged to external events, particularly those relating to police services. Though a presentation was initially contemplated for the January meeting, the meeting was cancelled due to a lack of items. In consultation with the Chair, staff and the Committee explored and indicated tentative support for moving the March meeting of SEAC to March 13th in order to accommodate a presentation from staff.

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 Presentations

7.3.1 Mackenzie Tour Celebrity Pro-Am Golf Tournament

Derek Martin, Owner of Sports & Entertainment Atlantic and Scott Pritchard, Vice-President with the PGA Tour, presented to the Committee. The roll of the MacKenzie Tour is to provide opportunities for members and to create opportunities for economic growth and charity in the community. This year, organizers have opted to host a celebrity professional-amateur tour. The tour players are up-and-coming professional golfers. About 75 percent are American, 20 percent Canadian, and 5 percent international players. Organisers have worked with the Canadian Sport Tour Alliance, and have also established associations

with TSN (The Sports Network), RDS (Réseau des sports) and Golf TV to broadcast the tour. Organizers expect to bring celebrities from outside of HRM, which is expected to make use of hotel services.

In response to questions from the Committee, presenters clarified that the tour will have 128 professional players and 64 amateur players who will play with two different professionals on Thursday and Friday. There will also be sponsored pro-am event on Tuesday.

7.3.2 Men's U19 World Floorball

Anthony Mac Neil, the president of Floorball Nova Scotia presented to the Committee and shared information about the history of the organization and its partnership with other athletic associations. The International Floorball Federation governs the sport and licences floorball tournaments and events. Unlike in ball hockey, floorball limits stick height to below the waist which makes the sport safer and provides and easier entry to new players. This year, the Men's U19 World Floorball is expecting 16000 fans, and for the first time a Nova Scotia player has been named to the Canadian team.

In response to questions, the presenter noted that the cost of entry to the floorball is around \$40, which is low compared to other sports. It can also be played in gyms and curling rinks. The Men's U19 World Floorball is expected to be mainly held in the Dalhousie Sportsplex and will involve 26 games over five days.

7.3.3 Atlantic Indigenous Games

This item was deleted from the agenda.

7.3.4 Baseball Canada 16U Female Nationals

Holly LaPierre, Treasurer of Baseball Nova Scotia and Chair of the Marketing Committee for Baseball Canada, and Brandon Evans, Executive Director of Baseball Nova Scotia, presented to the Committee. 2018 was first year all provinces were included in the Female Nationals event. The event hosts the top female players in Canada. The championship event has been held in HRM since 2012. Regarding events logistics, there will be 250 athletes, coaches and managers hosted in Mount-Saint Vincent University. 12,500 parents and fans are expected over four days in 2018.

7.3.5 Canada Cup – Volleyball

Councillor Adams left the meeting at 10:20 a.m. In the absence of the Chair and Vice-Chair, it was

MOVED by Jeff Ransome, seconded by Ken Bagnell

THAT Bruce Holland be appointed as Acting Chair of the Special Events Advisory Committee for the duration of the February 20, 2019 meeting.

MOTION PUT AND PASSED.

Jason Trepanier, Partner with Volleyball Nova Scotia, presented to the Committee and shared information about the organization and event. The Volleyball Canada Cup anticipates 45 teams. While originally a 10 team and three-day event, in partnership with Volleyball Canada, the Canada Cup has grown to host over 40 teams. Though it is not likely to grow much beyond this point, the event will likely become more sophisticated with further developments in scouting and statistics gathering. There will be five to eight courts playing games at a time with livestream coverage.

In response to questions from the Committee, the presenter noted that there are two Nova Scotian teams competing in the event, and there are 18 Atlantic Canadian teams. 36 teams are traveling and are expected to make use of hotel services. The gender ratio is about at parity for male and female teams. Bell Aliant has traditionally livestreamed events and the organizers are currently negotiating how the

event streaming will be managed. Organizers are confident all games and courts will be streamed this year.

8. INFORMATION ITEMS BROUGHT FORWARD – NONE

9. REPORTS/DISCUSSION

9.1 Staff

9.1.1 New Member Orientation

The following was before the Special Events Advisory Committee:

- A Special Events Advisory Committee Orientation document
- A New Member Orientation binder with specific information for Special Events Advisory Committee members

Simon Ross-Siegel, Legislative Assistant, and Paul Forrest, a former Civic Event Coordinator, provided an orientation to the Committee for new members.

In response to questions from Committee members, Paul Forrest noted that though there is no formalized document that directs the Committee regarding events evaluation criteria, it may be of value to the Committee to consider advising staff to consider developing a formal strategy. Paul Forrest also noted that in 2010 a strategy was approved but did not receive follow up, and staff offered to circulate the resulting strategy document to the Committee. Staff also offered to circulate a provincial strategy document regarding scoring criteria for special events funding.

Regarding marketing strategies, a Committee member proposed to provide an overview of Discover Halifax's resources and details regarding the organization's relationship with HRM at a future meeting of the Committee. A member also proposed to present recent work being performed by the Hotel Association of Nova Scotia at a future meeting of the Committee.

A member requested the Committee consider requesting a Committee discussion regarding a common ticketing system as an item for a future meeting of the Committee

A member requested the Committee consider requesting a staff presentation and a Committee discussion regarding municipal service costs for external events such as policing garbage removal and partnership with Divert Nova Scotia and a list of other service providers as an item for a future meeting of the Committee

The Committee discussed the current intake dates and schedule for new events applications in 2019.

9.1.2 Proposed 2019 Meeting Schedule

The following was before the Special Events Advisory Committee:

- A staff recommendation report dated November 23, 2018

The Committee approved the proposed 2019 meeting dates with an agreement to move the March 20th meeting to March 13th, 2019.

MOVED by Alison Gillan, seconded by Jeff Ransome

THAT the Special Events Advisory Committee approve the 2019 Meeting Schedule as amended.

MOTION PUT AND PASSED.

10. ADDED ITEMS – NONE

11. DATE OF NEXT MEETING – March 13, 2019

12. ADJOURNMENT

The meeting adjourned at 10:47 a.m.

Simon Ross-Siegel
Legislative Assistant