



**SPECIAL EVENTS ADVISORY COMMITTEE
SPECIAL MEETING
MINUTES
May 12, 2021**

- PRESENT:** Councillor Paul Russell, Chair
Councillor Kathryn Morse
Tim Rissesco
Ross Jefferson
Todd Brayman
Alison Gillan
- REGRETS:** Councillor Tony Mancini, Vice Chair
Gordon Stewart
- STAFF:** Elizabeth Taylor, Manager Culture & Events
Shari Dillman, Culture & Events Support Administrator
Haruka Aoyama, 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 9:01 a.m. and adjourned at 9:52 a.m.

1. CALL TO ORDER

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

2. APPROVAL OF MINUTES – March 11, 2020

MOVED by Councillor Morse, seconded by Alison Gillan

THAT the minutes of March 11, 2020 be approved as circulated.

MOTION PUT AND PASSED.

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

MOVED by Ross Jefferson, seconded by Tim Rissesco

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

Tim Rissesco declared Conflict of Interests for Item 9.1.2 Marketing Levy Special Events Grant Report 2021/2022. Tim Rissesco sits on Board of Directors for Canoe 22'.

6. CONSIDERATION OF DEFERRED BUSINESS – NONE

7. CORRESPONDENCE, PETITIONS & DELEGATIONS – NONE

7.1 Correspondence

7.2 Petitions

7.3 Presentations

8. INFORMATION ITEMS BROUGHT FORWARD – NONE

9. REPORTS/DISCUSSION

9.1 STAFF

9.1.1 MLSER Major Sport Hosting Funding Request 2022

The following was before the Committee:

- A staff recommendation report dated March 11, 2021

MOVED by Tim Rissesco, seconded by Todd Brayman

THAT the Special Events Advisory Committee recommend that Halifax Regional Council approve an Event Grant in the amount of \$40,000 from the 2021/2022 Community and Events Reserve, Q621 to fund the 2022 U SPORTS Men's Hockey Championships.

MOTION PUT AND PASSED.

9.1.2 Marketing Levy Special Events Grant Report 2021/2022

The following was before the Committee:

- A staff recommendation report dated March 23, 2021

MOVED by Councillor Morse, seconded by Todd Brayman

THAT the Special Events Advisory Committee (SEAC) recommend that Halifax Regional Council:

1. **pending final approval of the 2021/2022 budget, approve two Distinguished Event Grants for a total of \$31,500 as identified in Table 1 in 2021/22 from the Community and Events Reserve, Q621;**
2. **pending final approval of the 2021/2022 budget, approve two New (Emerging) Event Grants in the amount of \$20,500 as identified in Table 2 from the Community and Events Reserve, Q621;**
3. **pending final approval of the 2021/2022 budget, approve eleven Signature Event Grants in the amount of \$440,000 as identified in Table 3 from the Community and Events Reserve, Q621;**
4. **pending final approval of the 2022/2023 budget, approve one Distinguished Event Grant in the amount of \$45,000 as identified in Table 1 for the 2023 U SPORTS Men's Final 8 Basketball Championships (2023 U SPORTS Final 8) and,**
5. **pending final approval of the 2022/2023 budget, approve 1 Major Hosting Event grant in the amount of \$200,000 as identified in Table 4 from the Community and Events Reserve, Q621.**

Tim Rissesco stepped away from discussion and voting for this item.

The Committee reviewed applications especially by considering impacts of COVID-19 pandemics.

A Committee member asked if there are any ways to tie funding to tourism goals, such as by requesting applicant groups to show Nova Scotia's attractions through event's digital online production for national and international audiences.

Elizabeth Taylor, Manager Culture & Events answered that terms can be made in a grant agreement requiring a final report to include marketing materials used for an event to encourage promotion of places and attractions in Halifax Regional Municipality.

A Committee member noted that although it is important to make sure that events stay alive for future, there is a concern regarding funding virtual events just for the sake of hosting larger virtual events or for scaling up promotion or publicity. It is crucial to leave funding available to support in person events when public health guidelines allow.

Elizabeth Taylor, Manager Culture & Events noted that some of these events listed on a staff recommendation report dated March 23, 2021 may not know approaches that they are going to take (virtual or in-person).

MOVED by Ross Jefferson, seconded by Alison Gillan

THAT the motion be amended to include section 6 as follows:

6. **Review the planned online (virtual) only event requests to provide funding at 80% of proposed staff recommendation amount.**

The Committee wanted to use the funding as an incentive to events that could deliver live, in- person events so that funding is to be provided for events that are intending to be in person at 100%. For planned virtual events, funding can be provided at 80%. When planned in person events must be held virtually due to future change in public health guidelines, funding can still be provided at 100%.

MOTION TO AMEND PUT AND PASSED.

The Committee voted on amended motion.

MOVED by Councillor Morse, seconded by Todd Brayman

THAT the Special Events Advisory Committee (SEAC) recommend that Halifax Regional Council:

1. **pending final approval of the 2021/2022 budget, approve two Distinguished Event Grants for a total of \$31,500 as identified in Table 1 in 2021/22 from the Community and Events Reserve, Q621;**
2. **pending final approval of the 2021/2022 budget, approve two New (Emerging) Event Grants in the amount of \$20,500 as identified in Table 2 from the Community and Events Reserve, Q621;**
3. **pending final approval of the 2021/2022 budget, approve eleven Signature Event Grants in the amount of \$440,000 as identified in Table 3 from the Community and Events Reserve, Q621;**
4. **pending final approval of the 2022/2023 budget, approve one Distinguished Event Grant in the amount of \$45,000 as identified in Table 1 for the 2023 U SPORTS Men's Final 8 Basketball Championships (2023 U SPORTS Final 8) and,**
5. **pending final approval of the 2022/2023 budget, approve 1 Major Hosting Event grant in the amount of \$200,000 as identified in Table 4 from the Community and Events Reserve, Q621.**
6. **Review the planned online (virtual) only event requests to provide funding at 80% of proposed staff recommendation amount.**

AMENDED MOTION PUT AND PASSED.

9.2 MEMBERS OF THE SPECIAL EVENTS ADVISORY COMMITTEE – NONE

10. DATE OF NEXT MEETING – *To Be Determined*

11. ADJOURNMENT

The meeting adjourned at 9:52 a.m.

Haruka Aoyama
Legislative Assistant