



**SPECIAL EVENTS ADVISORY COMMITTEE
SPECIAL MEETING MINUTES
May 10, 2017**

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

REGRETS: 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/170510seac-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.

The Chair noted that Stuart Jolliffe had resigned from the Committee and asked if the Committee would be interested in sending a letter recognizing Stuart's contributions to the Committee.

MOVED by Gordon Stewart, seconded by Kevin MacIntyre

THAT the Special Events Advisory Committee send a letter of recognition to Stuart Jolliffe.

MOTION PUT AND PASSED.

2. APPROVAL OF MINUTES – April 5, 2017

MOVED by Gordon Stewart, seconded by Jeff Ransome

THAT the minutes of April 5, 2017 be approved as presented.

MOTION PUT AND PASSED.

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

MOVED by Councillor Mancini, seconded by Robert Logan

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 May 10, 2017

Elizabeth Taylor, Manager Culture and Events and Paul Forrest, Civic Events Coordinator summarized the discussion from the last meeting and provided an outline of the proposed changes to the Administrative Order as per the circulated handout.

The Committee discussed the category of non-annual events currently named the "Special Events Program," noting that confusion could arise from the fact that the broader program is similarly named: "Marketing Levy Special Event Reserve Grants." After some debate it was agreed that "Mid-Sized Events Program" would provide more clarity.

Responding to a question from the Committee, Paul Forrest noted that staff have consulted with organizers on the proposed changes and had not received any concerns.

A discussion ensued regarding the number of annual intakes for the Annual Emerging Events Program. Committee members suggested that restricting the program to two or three intakes per year could discourage some applicants.

MOVED by Jeff Ransome, seconded by Kevin MacIntyre

THAT the Special Events Advisory Committee recommend moving to an open, rolling intake process for the Emerging Events Program.

MOTION PUT AND PASSED.

Committee members spoke in favour of having a discussion regarding the overall cap strategy for the program. Staff agreed to return to the Committee at a future meeting with bucket amounts for consideration.

MOVED by Gordon Stewart, seconded by Councillor Whitman

THAT the Special Events Advisory Committee endorse the revisions to the MLSER Administrative Order as discussed during the meeting held May 10, 2017.

MOTION PUT AND PASSED.

**5. DATE OF NEXT MEETING– May 24, 2017, 9:00 a.m., Halifax Hall, City Hall,
1841 Argyle Street, Halifax**

6. ADJOURNMENT

The meeting adjourned at 10:15 a.m.

Phoebe Rai
Legislative Assistant