



**SPECIAL EVENTS ADVISORY COMMITTEE  
MINUTES  
September 13, 2023**

PRESENT: Councillor Tony Mancini, Chair  
Councillor Kathryn Morse, Vice Chair  
Councillor Pam Lovelace  
Tim Rissesco  
Ross Jefferson  
Roberta Dexter Robidoux  
Alison Gillan  
Mark Schaay

STAFF: Billy Comer, Manager, Events  
Shari Dillman, Civic Events Coordinator/Events Grant Administrator  
Catie Campbell, 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](http://halifax.ca).*

*The meeting was called to order at 9:32 a.m., and adjourned at 11:15 a.m.*

**1. CALL TO ORDER AND LAND ACKNOWLEDGEMENT**

The Chair called the meeting to order at 9:32 a.m. and acknowledged that the meeting took place in the traditional and ancestral territory of the Mi'kmaq people, and that we are all treaty people.

**2. APPROVAL OF MINUTES – May 10, 2023**

MOVED by Ross Jefferson, seconded by Alison Gillan

**THAT the minutes of May 10, 2023 be approved as circulated.**

**MOTION PUT AND PASSED.**

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

Additions: None

Deletions: None

MOVED by Ross Jefferson, seconded by Councillor Morse

**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 – NONE**

**6. CONSIDERATION OF DEFERRED BUSINESS – NONE**

**7. CORRESPONDENCE, PETITIONS & DELEGATIONS**

**7.1 Correspondence – None**

**7.2 Petitions – None**

**7.3 Presentation – None**

**8. INFORMATION ITEMS BROUGHT FORWARD – NONE**

**9. REPORTS**

**9.1 STAFF**

**9.1.1 2023/24 MLSER 2<sup>nd</sup> Intake Report**

The following was before the Committee:

- Staff report dated June 27, 2023
- Presentation dated September 13, 2023

Lindsay MacAskill, Deanne Meredith and Denis Huck, representatives from Soccer Nova Scotia gave a presentation and responded to questions of clarification from the Committee. MacAskill clarified the number of volunteers, tools for measuring success, infrastructure requirements and the transportation plan.

MOVED by Ross Jefferson, seconded by Councillor Morse

**THAT the Special Events Advisory Committee recommend Halifax Regional Council approve an event grant in the amount of \$25,000 from the 2023/24 Community and Events Reserve (Q621) to fund Soccer Nova Scotia to host the Canada Soccer Toyota National Championships.**

Meredith responded to questions of clarification from the Committee regarding the financial requirements for the event.

**MOTION PUT AND PASSED.**

## **9.2 COMMITTEE MEMBER UPDATES**

### **9.2.1 Hotel Association**

The following was before the Committee:

- Presentation dated September 13, 2023

Mark Schaay gave an overview of hotel activity, hotel room availability, approximate revenue over the summer 2023 period, success of hotels outside the downtown core and noted key events. Schaay highlighted many hotels had been experiencing more success than the pre-COVID. Schaay emphasized challenges for hotels, such as, staffing and transit accessibility and noted the effects of short-term rentals required ongoing analysis. Schaay highlighted more events in the winter would be beneficial to the hotels.

Ross Jefferson noted short-term rental data from other regions had been helpful in analyzing impact. As well, noted the strong relationship and collaboration between the Municipality and the Hotel Association.

### **9.2.2 Discover Halifax**

The following was before the Committee:

- Presentation dated September 13, 2023

Chris Gosse gave a presentation and responded to questions of clarification from the Committee.

Shari Dillman, Civic Events Coordinator/Event Grant Administrator responded to questions of clarification from the Committee regarding pre- and post-event recording which would then be documented in the following years' MLSER report.

Ross Jefferson noted ongoing efforts to promote the 2024 Juno Awards being hosted in Halifax. Jefferson highlighted engagement across Atlantic Canada to ensure the event represents the East Coast. Jefferson noted economic impact of conferences, other jurisdictions using a third-party evaluation for event monitoring and Discover Halifax's data recording systems.

Dillman clarified the economic activity calculations metrics used by the Municipality in measuring event success and ongoing work to develop better criteria.

MOVED by Ross Jefferson, seconded by Councillor Morse

**THAT Special Events Advisory Committee recommend that Halifax Regional Council direct the Chief Administrative Officer to coordinate with all relevant partners to review the processes and ways to analyze pre- and post-event evaluation of the events criteria and any improvements to the events granting process.**

**MOTION PUT AND PASSED.**

Dillman noted the event application intake begins on November 1, 2023 and outlined the different incentives identified in the event application.

Bill Comer, Manager, Events gave an overview of the Touchdown Atlantic event and responded to questions of clarification from the Committee regarding community events and what would constitute a failed application under the MLSER grant program.

**9.2.3 Councillor Mancini - Adoption of By-Law M-400, The Marketing Levy By-Law – Update**

The following was before the Committee:

- Staff report dated July 4, 2023

Councillor Mancini provided an overview and responded to questions of clarification from the Committee.

**10. ADDED ITEMS – NONE**

**11. DATE OF NEXT MEETING – October 11, 2023**

**12. ADJOURNMENT**

The meeting adjourned at 11:15 a.m.

Catie Campbell  
Legislative Assistant