

**Queens Place Emera Centre (“QPEC”)
Advisory Committee Meeting Minutes
December 5th, 2017**

PRESENT: Michael Anthony.....Chair
Stew Horton.....Vice Chair
Susan MacLeodDeputy Mayor, Councillor District 4
Celeste Johnston
Ruth Smith
Rick Conrad
Bruce Inglis

STAFF: Meaghan Roberts.....Recreation and Healthy Communities

REGRETS: Kevin MuiseCouncillor District 1
Tori Benedict
Greg Thorbourne
Matthew Smith

1.0 CALL TO ORDER / WELCOME

Mike Anthony called the meeting to order at 6:00 pm.

2.0 CHANGES / APPROVAL OF THE AGENDA

Mike put forward, that the first item to be discussed following the update from the Manager of Events, Promotion & Sponsorship will be item 5.01.

Motion put forward by Rick, seconded by Ruth.

3.0 CHANGES / APPROVAL OF THE MINUTES

The minutes will reflect that Matthew was present for the November meeting.

Motion put forward by Rick, seconded by Celeste.

4.0 BUSINESS ARISING FROM THE MINUTES

4.01 Update: Manager of Events, Promotion & Sponsorship

Steve Burns is the Manager of Events, Promotion & Sponsorship. He outlined that his role, among other things, is to: support policy and strategy; acquire and promote events at Queens Place Emera Centre and throughout the Region of Queens Municipality; to develop relationships within the community & abroad; liaise with Events Liverpool, acquire sponsorship for Queens Place Emera Centre, etc. Some of the challenges that are faced in attracting events/activities include: who will champion the event; who will take the financial risks; deadlines; appropriate venues; available infrastructure; etc. The

economic impact of events is difficult to measure as there is no exact way of measuring it. There is an online program that is used to give an approximate impact of each event.

Steve updated the committee on events/activities that have been held previously at Queens Place, as this is the focus of the committee. There is clear evidence of a progression of the types of events that have been acquired as well as the level of hockey & skating that have been attracted as the reputation of the facility and local groups/organizations have grown. The Mersey Skatepark is an example of a new event location that can be used in attracting activities/events to our community. The last 6 years has been spent building a resume for Queens Place and our community. Once a reputation is built, it becomes easier to provide a case for bringing events/activities to our community.

Steve reviewed that every event is different and there is always risk involved. None of the events/activities held to date would have been possible without community support. When looking at the economic spinoff of events (and concerts specifically), they do not impact all businesses in the community the same. Four major music events have been held. Since Blue Rodeo, we stand at approximately +\$26000 overall. The goal is to break even and leverage community impacts. This past year, we are -\$3000 for the two concerts events that were held. The contracts for events are all different and have varying requirements and specifications. Our location is challenging when trying to attract events/activities because Queens Place holds under 2000 capacity. Displacement of current users is always a key factor in determining the feasibility of events/activities.

Moving forward, music events will be held 1-2 times per year. Steve is continuously looking for concerts and events/activities. An events strategy needs to be developed so that there is a clear set of expectations laid out for staff, the community, user groups & individuals.

The committee had various suggestions for Steve in regards to future events. I.e. another signature annual community event, kayak or canoe festival, craft beer festival, lighthouse festival, etc.

Mike thanked Steve for his update and reminded the committee that their role is to make recommendations for Council regarding events and activities for Queens Place and that Steve should be the point of contact for any ideas or suggestions for community based events.

Councillor MacLeod excused herself following the update from the Manager of Events, Promotion & Sponsorship due to a previous obligation.

4.02 Arena Activities

The committee discussed that there should be another annual anchor event for the community other than Privateer Days & the Hank Show Festival.

Meaghan put forward that there is an opportunity at the end of June to put the floor down a few days before the Canada Day celebrations in order to do other events/activities. The committee was challenged to come up with suggestions for the January meeting of other events/activities that could be held while the floor is already down (shoulder events).

It was discussed that there is too much focus on concerts and that other possibilities should be explored. There is a need for affordable events/activities.

5.0 DISCUSSIONS

5.01 Farmer's Market for QPEC

Mike reviewed a letter that was received from the Farmers Market requesting use of lobby space for the Farmers market from October until mid-May at no cost.

The lobby space limitations were reviewed as well as current rental contract limitations and issues related to the facility liquor license.

The committee put forward a motion to create a recommendation for interim-CAO & Mayor and Council that the committee is in support of this request. Their recommendation would include that this be done on a trial basis, that there would be a fee attached to using the space and that staff look into whether or not the facility liquor license and current rental agreements could be worked around or modified to allow vendors selling food and liquor.

5.02 Terms of Reference

Mike reviewed the terms of reference with the committee and requested that each committee member come to the January meeting with a decision on whether or not they are planning to continue with the committee beyond their first term ending March 31st, 2018.

7.0 NEXT MEETING

The next meeting is scheduled for Tuesday, January 9th, 2018 at 6pm in the Sobey Foundation Boardroom at QPEC.

8.0 ADJOURN

The meeting adjourned at approximately 7:30pm.