

2022

Event Atlantic AGM Package



- Agenda
- 2021 AGM Minutes
- Chair's Annual Report
- 2021 Financials
- Proposed Bylaw Amendment
- 2022 Board Nomination Bios



2022 Annual General Meeting

Agenda

- Welcome and Introduction from Chair
- Credentials
- Approval of the Agenda
- Approval of the Minutes
- Organization Report
- Financial Report
- Approval of the Acts of the Directors
- Bylaw Amendments
- Election of Directors
- Other Business
- Adjournment

2021 Annual General Meeting Minutes

The annual general meeting of members of the Event Atlantic Society was held virtually, and was recorded, on Thursday June 16, 2021 at 2:00pm AST.

Welcome and Introduction

At 2:00pm Chair Matt Moore welcomed all to the 2021 annual meeting of the Event Atlantic Society and served as Chair for the meeting. Stefanie Turner acted as secretary and scrutineer for the meeting.

Credentials

The scrutineer report showed there were 17 members in attendance who were authorized to vote and cast a ballot. The requisite quorum of members was present.

Approval of the Agenda

Motion to approve agenda as circulated: Paul MacDonald

Seconded: Aaron Kennedy

All in favour. No objections.

Motion Carried

Approval of the Minutes

Motion to approve the minutes of the 2020 Annual General Meeting minutes as circulated: Jennifer Shebib

Seconded: Tanya Haywood

All in favour. No objections.

Motion Carried

Chair's Report

It has been a tremendous honor and privilege to be nominated by my peers to Chair the Event Atlantic Society for the past year. As we are all well aware – the last several months have been extremely difficult for our sector, and it has been an honor to support recovery efforts. Despite the challenges, the society has continued to make significant strides in member engagement through shared learnings for the adaptation and recovery from Covid-19.

Some of our highlights include:

- A growing membership base reaching an all time high of 93.
- A successful Atlantic Huddle – webinar series, in partnership with Events Nova Scotia
- The creation of the Event Atlantic Excellence Awards Program.
- Most importantly, secured important funding to develop and launch a refocused strategic plan, designed to guide our industry down the road to recovery.

As we move ahead, member engagement will remain a priority. We look forward to being in Halifax this fall and joining many other industry professionals for the long-awaited return of our Event Atlantic Summit. With the unwavering support and coordination of Stefanie Turner, our Member Engagement Coordinator, we will continue our effort to strengthen partnerships across all 4 provinces while continuing to align with ACOA to support a successful Pan-Atlantic transition out of the Covid-19 pandemic.

I would like to express my gratitude to our current Board members (Tanya Haywood, Seamus O’Keefe, Jennifer Shebib, Denis LeBlanc, Bobby Despres, Wayne Long and Brodie O’Keefe), who have made my role of Chairman much easier despite the challenges facing our sector. I am confident that we have laid the groundwork necessary for a sustainable Event Atlantic Society and am excited for the return of live events to our communities and venues.

Financial Report

Bobby Despres provided the overview of the association’s financial statements.

Motion to approve the 2020 financial statements as circulated: Tanya Haywood

Seconded: Wayne Long

All in favour. No objections.

Motion Carried

Approval of the Acts of the Directors

Motion to approve the Acts of the Directors for 2020: Wayne Long

Seconded: Brodie O’Keefe

All in favour. No objections.

Motion Carried

Bylaw Amendments

10. No funds of the society shall be paid to or be available for the personal benefit of any member.

Amendment proposed:

29. Directors who have, or could reasonably be seen to have, a conflict of interest have a duty to declare this conflict. The declaration should be made to the members.

a) upon nomination, and/or

b) if serving as a director, when the possibility of a conflict is realized.

29A. No funds of the society shall be paid to or be available for the personal benefit of any Director.

Motion to approve the proposed amendment to bylaw #10: Jennifer Shebib
Seconded: Seamus O'Keefe
No Discussion
All in favour. No objections.
Motion Carried

37. One of the officers shall be the President. The President shall be responsible for the effectiveness of the board and shall perform other duties as assigned by the members or the directors.

Amendment proposed:

37. One of the officers shall be the President. The President shall be responsible for the effectiveness of the board and shall perform other duties as assigned by the members or the directors.

37A. The President shall be appointed to a one-year term. The President shall retire from this position at the end of each annual general meeting, whereafter their successor's appointment will be selected by the Directors. A retiring President shall be eligible for re-appointment.

37B. The outgoing President shall assume the position of Past-President for a one-year term after retiring as President. The Past-President will serve in a training and knowledge sharing ex-officio capacity. The Past-President shall be eligible for re-election as a Director at the conclusion of the one-year ex-officio term. This position may remain vacant if a retiring President is re-appointed for consecutive terms.

Motion to approve the proposed amendment to bylaw #37: Jennifer Shebib
Seconded: Tanya Haywood
Discussion:

Aaron Kennedy brought forward two questions with possible changes:

37a – Change the word 'APPOINTED' to 'ELECTED' and clarify who shall be responsible for electing/appointing the chair's position

37a – President to serve 2 years versus 1.

Rational for 1-year vs 2-year chair position was explained, discussed, and accepted.

Adjusted bylaw amendment:

37a The President shall be elected to a one-year term by the Event Atlantic board of directors.

Motion to approve the adjusted amendment to bylaw #37: Jennifer Shebib
Seconded: Bobby Despres
All in favour. No objections.
Motion Carried

Election of Directors

A vote was called for the open seats in Newfoundland and Nova Scotia. Bio's were circulated electronically to all registered attendees prior to the AGM. A live vote took place during the virtual AGM. Tanya Haywood was the successful candidate for Newfoundland, and Matt Moore was the successful candidate for Nova Scotia.

The following slate of candidates were proposed for two-year terms (2020-2022):

Bobby Despres – Fredericton, NB

Tanya Haywood – St. John's, NL

Matt Moore – Truro, NS

Emma MacKenzie – Charlottetown, PE

The following candidate was proposed for a one-year term (2020-2021):

Paul MacDonald – Sydney, NS

Motion to approve the slate of candidates for one and two-year terms: Aaron Kennedy

Seconded: Wayne Long

All in Favour. No objections.

Motion Carried

Jennifer Shebib declared Bobby Despres, Tanya Haywood, Paul MacDonald, Matt Moore and Emma MacKenzie to be duly elected directors of the Event Atlantic Society. They will be joining returning board members Denis Leblanc, Seamus O'Keefe, Wayne Long.

The Board will subsequently appoint the Officers for the positions of President, Vice President and Treasurer/ Corporate Secretary.

Other Business

Matt Moore extended appreciation to Stefanie Turner for all the work done on behalf of Event Atlantic during the pandemic. He encouraged everyone to attend the upcoming Event Summit in Halifax as the industry navigates its way out of the pandemic.

Adjournment

Motion to adjourn at 2:29 pm AST: Tanya Haywood

Seconded: Bill Schurman

Motion Carried

Chair Report

Good afternoon members & event tourism stakeholders,

I appreciate you all making time to join us today for the 7th Annual General Meeting of the Event Atlantic Society. As I've said before it has been a tremendous honor and privilege to be nominated by my peers to Chair the Event Atlantic Society for another term. The past 2 ½ years have been very challenging for our sector, but despite the challenges new opportunities are now emerging. Event tourism, is Canada's fastest growing tourism segment and although we were the first sector to be negatively impacted by the pandemic, it is now clear that we are among the first industry's in Atlantic Canada to be positively contributing to the economic and social recovery for our communities and provinces.

With a dedicated board of directors that are supported by Stefanie Turner our Executive Director, the Event Atlantic Society has continued to make significant strides in member engagement over the past year. Significant highlights from the past year include:

- A growing membership base reaching an all-time high of 94.
- Strengthened partnerships with all four provincial governments and the federal government.
- The delivery of the Event Atlantic Excellence Awards Program and the largest attended Event Atlantic Summit to date.

As we move ahead with the delivery of our strategic plan, member engagement and collaboration amongst stakeholders will remain a priority. We look forward to being in Mirimachi this fall and joining many other industry professionals for the Event Atlantic Summit. As we move forward to support our sector in this upcoming year we will continue our effort to strengthen partnerships across all 4 provinces while continuing to align with ACOA to support our industries strategic objectives and further foster collaborations to ensure a successful Pan-Atlantic transition out from the challenges resulting from the pandemic. I would like to express my gratitude to our current Board members (Tanya Haywood, Seamus O'Keefe, Paul MacDonald, Denis LeBlanc, Bobby Despres, Wayne Long and Emma Mackenzie), who have made my role of Chairman much easier despite the challenges facing our sector. I am confident that we have laid the groundwork necessary for a sustainable Event Atlantic Society and am excited to see the return of live events to our communities and venues.

Thank you,

A handwritten signature in black ink, appearing to read "Matt Moore".

Matt Moore

2020 Financials

The 2021 Event Atlantic Society fiscal year closed with a net loss of -\$2,155.61 that is being reported today. The continued recovery from COVID-19 was a factor in the bottom line of the Event Atlantic Society financials. The events industry has yet to recover to pre-pandemic levels however a return to an in-person conference in the fall of 2021 occurred.

Major financial commitments for the 2021 fiscal year included the development of a strategic plan and the coinciding administration and coordination that was supported financially by ACOA, and all four provincial governments of the Atlantic provinces.

Event Atlantic Society will commence the 2021 fiscal year with \$18,946.92 in the business account.

Key Notes from 2021:

1. Event Atlantic Society Memberships - \$8,356
2. Conference Revenues - \$15,516
3. Grants and Contributions - \$94,780.89

Expenses

1. Strategic Plan – Consultant fees and expenses relating to the creation of the strategic plan
2. Administration and Coordination – Executive Director contract fees
3. Accounting and Legal – Bookkeepers fee for 2021
4. Advertising and Promotions – Web Fees and FAME membership
5. Business Fees and Licenses – Self Explanatory
6. Courier and Postage – Stamps
7. Interest and Bank Charges – Self Explanatory
8. Pay Pal Fees – Self Explanatory
9. Office Expenses – Software subscription (Zoom), and office supplies
10. Travel – Self Explanatory
11. Travel - Meals — Strategic planning and in person board meeting expenses

The dedicated work by all of those impacted in the hospitality industry have laid the foundation for the next steps in the recovery of events in the Atlantic provinces. To host an in-person conference in the Fall of 2021 was a major step in bringing event professionals together and unite to showcase the hospitality, beauty and sheer professionalism of events in Atlantic Canada.

Thank you very much for the past year.

Respectfully Submitted.

Bobby Despres



Event Atlantic Society
Income Statement 2021-01-01 to 2021-12-31

REVENUE

Sales Revenue	
Membership Fees	8,356.00
Conference Revenue	15,516.00
Grants and Contributions	94,780.89
Net Sales	<u>118,652.89</u>

TOTAL REVENUE 118,652.89

EXPENSE

Cost of Goods Sold	
Conference Expenses	41,862.30
Total Cost of Goods Sold	<u>41,862.30</u>

General & Administrative Expe...	
Strategic Plan	36,474.56
Administration and Coordination	33,486.00
Accounting & Legal	300.00
Advertising & Promotions	3,825.65
Business Fees & Licenses	358.60
Courier & Postage	35.60
Interest & Bank Charges	151.15
Pay Pal fees	625.41
Office Expenses	792.28
Travel	1,479.96
Travel - Meals	1,416.99
Total General & Admin. Expen...	<u>78,945.20</u>

TOTAL EXPENSE 120,808.50

NET INCOME -2,155.61



Event Atlantic Society
Balance Sheet As at 2021-12-31

ASSET

Current Assets		
Pay Pal	221.91	
Chequing Bank Account	<u>18,956.17</u>	
Total Cash		19,178.08
Accounts Receivable	<u>25,225.14</u>	
Total Receivable		<u>25,225.14</u>
Total Current Assets		<u>44,403.22</u>
TOTAL ASSET		<u><u>44,403.22</u></u>

LIABILITY

Current Liabilities		
Accounts Payable		43,071.50
Accrued Liabilities		300.00
GST/HST Charged on Sales	3,625.80	
GST/HST Paid on Purchases	-12,215.86	
Prior Return Payable/Receivable	<u>-430.89</u>	
GST/HST Owing (Refund)		<u>-9,020.95</u>
Total Current Liabilities		<u>34,350.55</u>
TOTAL LIABILITY		<u><u>34,350.55</u></u>

EQUITY

Retained Earnings		
Retained Earnings - Previous Year		12,208.28
Current Earnings		<u>-2,155.61</u>
Total Retained Earnings		<u>10,052.67</u>
TOTAL EQUITY		<u><u>10,052.67</u></u>
LIABILITIES AND EQUITY		<u><u>44,403.22</u></u>

Proposed By-law Amendments

An amendment to be voted on by the membership includes item #23 of the Event Atlantic Society Bylaws:

23. The number of directors shall be eight (8). The subscribers to the Memorandum of Association of the Society shall be the first directors of the Society.

Amendment proposed:

23. The number of directors shall be eight (8). The subscribers to the Memorandum of Association of the Society shall be the first directors of the Society.

23A. Founding partners of Event Atlantic (specifically, City of Charlottetown, City of Moncton, Events Nova Scotia and STEP St. John's) shall serve as ex-officio members of the Board of Event Atlantic. These four (4) seats will be known as "Founding Advisors". The four (4) founding partners can determine who from their organization will represent them.



Board Nominations

The Event Atlantic Society is made up of 8 board members (Two from every province in Atlantic Canada). Each seat is held for a two-year term with one term expiring from each province every year. Board members whose terms are expiring, have the option to re-offer. If more than one individual puts their name forward, a vote is required to take place at the AGM. This year, a vote is required for the current vacancies in **Nova Scotia and Prince Edward Island**. During the AGM, voting members will be asked to vote for who they would like to see assume the seat for each province. Below are the candidate's bios.

PRINCE EDWARD ISLAND | 2-year term position

Adam MacLennan

Executive Director | Tyne Valley Oyster Festival Inc.

Short Bio:

Executive Director of Tyne Valley Oyster Festival INC. which is the parent company of Rock the Boat Music Festival in Prince Edward Island. I am also the Executive Director of North Cape Coastal Tourism Area Partnership which is Western PEI's Regional Tourism Association.

Why would you like to join the Event Atlantic team?

In operating Rock the Boat Music Festival for close to 9 years, I have gained vast experience in all forms and management of festivals and events. Rock the Boat Music Festival was also the first "large pandemic event" in 2021. I have gained valuable experience in operating an event with public health measures but also rebounding and developing events and programming both during and after the pandemic.

Charlotte Nicholson

Tourism & Events Coordinator | City of Charlottetown

Short Bio:

Charlotte Nicholson is the City of Charlottetown's Tourism and Events Coordinator. She graduated from Holland College's Tourism and Travel Management Program in 2016 and has spent the last six years helping Charlottetown be a wonderful place to live and to visit. Charlotte has a significant amount of experience with the City of Charlottetown's signature and civic events, including as Manager of the Gold Cup Parade, the largest annual parade in Atlantic Canada. She was named Event Atlantic's Emerging Event Professional in 2019 and currently sits as a member of Sport Tourism Canada's Equity, Diversity, and Inclusion Advisory Group.

Why would you like to join the Event Atlantic team?

I am passionate about the event industry and would like to help support the growth of events in Atlantic Canada and strengthen the region's hosting resume. Charlottetown is a significant contributor to Atlantic Canada's success in event hosting and I would love the opportunity to play a part in this success through the important work that Event Atlantic is doing. At all of the Event Atlantic Summits and gatherings I have attended I've enjoyed getting to know the community of members and would look forward to working closely with them to advance the organization's strategic plan.

NOVA SCOTIA | 2-year term position

Colby Pridham

Senior Manager, Partnerships & Event Development | Events East Group

Short Bio:

Following a collegiate athletic career in 2013, I was eager to take my passion for sports and entertainment and combine it with business. That led me to experience five seasons of employment in Toronto at Maple Leaf Sports & Entertainment. An opportunity with Sports & Entertainment Atlantic and HFX Wanderers FC club brought me back to Halifax and eventually to Events East Group. Through that journey, I have helped deliver the best event experiences at different levels in various roles. Past event experiences include IIHF World Cup of Hockey, IIHF World Junior Championships, NBA All-Star Weekend, Grey Cup, MLS Cup, PGA Tour, and various others including regular season, playoffs, and concerts. My current role manages the business relationship with promoters and event organizers and leads the event attraction strategy for Scotiabank Centre in Halifax. This allows me to utilize my revenue generation fundamentals with my strong strategic and analytical approach to attract the right events at the right time for our community. Most recently that has meant helping to prepare a bid proposal that secured the 2023 IIHF World Junior Championship for our region.

Why would you like to join the Event Atlantic team?

With my employment experiences, along with my position as a board member of Kids Up Front Atlantic, I have the invaluable experience of three key sectors: private, public, and non-profit. Understanding how all three of these work is key to delivering effective events. In addition to that, having lived in three of the four Atlantic Provinces, including growing up in rural PEI, I believe I have a broad lens that can help position Atlantic Canada as the best event experience destination. Joining this team will allow me to continue to grow and learn from the experts in the industry in our region. I believe that leveraging my skillsets will help the team provide the strategic leadership to grow the event hosting industry in Atlantic Canada and contribute to our region's economic growth. Opening our doors to the rest of the country, and the world, as great hosts is something I'm very proud of. If I were to join this team, I'd be delighted to help contribute to that reputation through Event Atlantic.

Paul MacDonald

General Manager | Centre 200

Short Bio:

Paul MacDonald has spent the past 8 years as the General Manager of Centre 200, the largest sports and events centre on Cape Breton Island. Paul was the Vice-chair of the 2019 Scotties Tournament of Hearts and is the former President of the Cape Breton Eagles hockey club. Paul is a former Board Member of Events Cape Breton and was part of the board of the directors that established the Event Atlantic Society in 2015.

Why would you like to continue with the Event Atlantic team?

I have enjoyed my time as a board member and would like to remain engaged to see the implementation of the 2021-2024 strategic plan through.

Board seat vacancies in New Brunswick and Newfoundland each received one nomination. These seats do not require a vote.

NEW BRUNSWICK | 2-year term position

Jeff MacTavish

Director of Economic Development and Tourism | City of Miramichi

Short Bio:

I am currently the Director of Economic Development with the City of Miramichi. I am responsible for event development, tourism promotion, product development, visitor information center management, business attraction and retention, special community development projects and staff supervision. I am a proud husband, father of four, and grandfather of two. I volunteer my time coaching elementary and middle school basketball, have been a member of the following boards: CBDC Northumberland Inc, Downtowns Miramichi, Miramichi Chamber of Commerce, Miramichi River Tourism Association, Miramichi Public Transit Commission, TIANB, Station Wharf Marina and has been involved in a number of committees and community groups since taking his position with the City of Miramichi. I am one of the co-creators of the award winning Miramichi Striper Cup and have been tasked with creating Events Miramichi. I hope to have this community committee of festival and events stakeholders in the region created by the Event Atlantic Summit in September.

Why would you like to join the Event Atlantic team?

I am passionate about supporting and creating events in my region. I feel that a representative from Northern New Brunswick would bring a rural perspective that can sometimes go missing when larger centres dominate the discussion.

NEWFOUNDLAND | 2-year term position

Erin Skinner

Supervisor, Tourism & Events | City of St. John's

Short Bio:

Erin has dedicated her career to destination development, having spent 12 years working with Newfoundland and Labrador Tourism in market development roles, with a focus on travel trade, travel media and destination marketing. Erin brings extensive tourism and event knowledge to her role with the City of St. John's and is a member of the Special Events Advisory Committee. Erin was the Marketing Manager for the 2010 JUNO Awards, Ruckus on the Edge when they were held in St. John's in 2010. Erin has worked closely with her Atlantic Canada Partners in various capacities through her role on the Atlantic Canada Agreement on Tourism (ACAT) partnership committee, and looks forward ensuring the continued collective success for event and sport opportunities in Atlantic Canada.

Why would you like to join the Event Atlantic team?

Joining the Board of Event Atlantic is an opportunity for me to contribute to this exciting industry with many opportunities ahead and to continue to establish the Atlantic region as a premier destination for event and sport opportunities.