

2021

Event Atlantic AGM Package



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2021 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
- By-law Amendments
- Election of Directors
- Other Business
- Adjournment

2020 Annual General Meeting Minutes

The annual general meeting of members of the Event Atlantic Society was held virtually on Thursday July 23, 2020 at 1:00pm AST.

Welcome and Introduction

At 1:05pm Chair Seamus O’Keefe welcomed all to the 5th annual meeting of the Event Atlantic Society and served as Chair for the meeting. Stefanie Turner acted as secretary for the meeting.

Credentials

The scrutineer report showed there were 23 individuals present and 15 members in attendance 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: Aaron Kennedy

Seconded: Dawn Allan

All in favour. No objections.

Motion Carried

Approval of the Minutes

Motion to approve the minutes of the 2018 Annual General Meeting minutes as circulated: Laurel Lea

Seconded: Tanya Haywood

All in favour. No objections.

Motion Carried

Organization Report

The initial mandate of Event Atlantic was to establish a membership. The groundwork for this has been laid and benefits are currently evolving. Membership numbers are constantly growing with current numbers being 14 in Nova Scotia, 20 in PEI, 4 in New Brunswick, 6 in Newfoundland and 1 from outside Atlantic Canada. The beginning of 2020 has created a hiccup, but the organization is headed in the right direction.

The organization is 6.5 years old, a lot younger than other organizations like CST who are celebrating 20 years, so the organization is still evolving and growing and trying to prove itself in the industry. Currently the organization is connecting on all platforms including the website which remains the main platform for disseminating information amongst members. A quarterly newsletter, created as part of the membership program, has been well received. The newsletter represents the region well and includes facility reports, event updates and ‘ask an expert’ profiles.

The organization has overcome financial struggles in the initial years thanks to hard work from the board.

Seamus acknowledged Grant MacDonald and Canada Sport Tourism for the work being done by their Bouncing Back task force. Atlantic Canada is well represented on the task force by Jillian Somers, Wayne Long, Sheena McCrate and Neal Alderson.

In closing, Seamus wanted to thank all those who put their names forward to join the board this year.

Financial Report

Bobby Depres provided the overview of the association's financial statements.
Motion to approve the 2019 financial statements as circulated: Brodie O'Keefe
Seconded: Tanya Haywood
All in favour. No objections.
Motion Carried

Approval of the Acts of the Directors

Motion to approve the Acts of the Directors for 2019: Jennifer Shebib
Seconded: Aaron Kennedy
All in favour. No objections.
Motion Carried

Election of Directors

A vote was called for the open seats in Newfoundland and Nova Scotia. A vote was also required for a 1-year term Prince Edward Island seat recently vacated. Bio's were circulated electronically to all registered attendees prior to the AGM. A live vote took place during the virtual AGM. Seamus O'Keefe was the successful candidate for Newfoundland, Jennifer Shebib was the successful candidate for Nova Scotia, and Brodie O'Keefe was the successful candidate for Prince Edward Island.

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

Denis LeBlanc – Shediac, NB
Seamus O'Keefe – St. John's, NL
Jennifer Shebib – Sydney, NS
Wayne Long – Charlottetown, PE

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

Brodie O'Keefe – Charlottetown, PE

Motion to approve the slate of candidates for one and two-year terms: Laurel Lea

Seconded: Matt Moore
All in Favour. No objections.
Motion Carried

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

Other Business

Seamus O’Keefe requested Grant MacDonald, chair of Sport Tourism Canada COVID-19 Task Force, provide a brief update.

Grant informed attendees the task force, comprised of 30 members who represent all segments of the industry, is currently halfway through the mandate.

A strategy is scheduled to be released in September to help the industry “Bounce Back” from the pandemic. The strategy will include tools that can be used at local and provincial levels, addressing the 3 phases – the response, the recovery and resiliency. The strategy takes the opportunity to reimagine what sport bidding and hosting can look like in the future in Canada.

Seamus informed the membership of a current webinar collaboration underway between Event Atlantic and Events Nova Scotia. Further details on the project will be released to the membership in the upcoming weeks.

Adjournment

Motion to adjourn at 1:26 pm AST: Jennifer Shebib

Seconded: Laurel Lea

Motion Carried

Chair Report

Good afternoon members and partners,

Thank you for making time to join us today for the 6th Annual General Meeting of the Event Atlantic Society.

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.

Thank you,
Matt Moore

2020 Financials

The 2020 Event Atlantic Society fiscal year closed on a positive note as a net surplus of \$1,582.50 is being reported today, down from the 2020 report of \$8,967.18. COVID-19 was a direct link in the reduction from 2019 as the Event Atlantic Society did not host a conference in 2020, and a reduction in Grants and Contributions. Membership revenue to the Event Atlantic Society was also down in 2020 dropping from \$5,770 in 2019 to \$4,276 in 2020.

Event Atlantic Society will commence the 2021 fiscal year with \$9,977.74 in the business account.

Key Notes from 2020:

1. Event Atlantic Society Memberships - \$4276.00 - Memberships were put on hold in 2020 until September (170 days)
2. Conference Revenues - \$0.00 (Also due to no conference, there were no expenses)
3. Grants and Contributions - \$6500.00

Expenses:

1. Accounting and Legal – Bookkeeper’s fee for 2020
2. Administration and Coordination – Staff Costs
3. Advertising – Web Fees and FAME membership
4. Business fees and Licenses – Self Explanatory
5. Interest and Bank Charges – Self Explanatory
6. Office Expenses – Software subscription (Zoom) and office supplies
7. Pay Pal Fees – Self Explanatory
8. Courier and Postage – Stamps
9. Travel and Meals — includes 1 outreach mission as well as in-person board meeting expenses

During a year in which many our event and hospitality industry has been under a lot of stress, the Event Atlantic Society has remained financially stable working with industry partners. There is a light at the end of the tunnel and much like all of you, we look forward to getting back to the events we know and love.

Thank you very much for the past year.

Respectfully Submitted;
Bobby Despres



Event Atlantic Society
Balance Sheet
As at December 31, 2020

	\$
ASSETS	
Cash and Equivalents	9,977.74
Accounts Receivable	2,099.65
HST Receivable	430.89
TOTAL ASSETS	<u><u>12,508.28</u></u>
LIABILITIES	
Accounts Payable	-
Accrued Liabilities	300.00
TOTAL LIABILITIES	<u><u>300.00</u></u>
EQUITY	
Retained Earnings - Previous Year	10,625.78
Current Earnings	<u>1,582.50</u>
TOTAL EQUITY	<u><u>12,208.28</u></u>
LIABILITIES AND EQUITY	<u><u>12,508.28</u></u>



Event Atlantic Society
Income Statement
For the Year Ended December 31, 2020

REVENUE		\$
Memberships		4,276.00
Conference Revenue		-
Grants and contributions		<u>6,500.00</u>
TOTAL REVENUE		10,776.00
EXPENSES		
Conference Expenses		-
General & Administrative Expenses		
Accounting & Legal		300.00
Administration and Coordination		1,820.00
Advertising		1,672.46
Business Fees & Licenses		31.15
Interest & Bank Charges		157.73
Office Expenses		843.65
Pay Pal Fees		76.34
Courier & Postage		9.20
Travel		2,495.94
Meals		<u>1,787.03</u>
TOTAL EXPENSES		<u>9,193.50</u>
NET SURPLUS		<u><u>1,582.50</u></u>

Proposed By-law Amendments

Amendments to be voted on by the membership include items 10 and 37 of the Event Atlantic Society By-laws

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.

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.

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 Newfoundland and Nova Scotia. 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.

NOVA SCOTIA | 2-year term position

Chris Grosse

Manager of Events, Sport & Culture | Discover Halifax

Short Bio:

Chris' professional background is primarily in event management and attraction. Over the past fifteen years he has worked for a number of organizations within the industry including the East Coast Music Association, the Atlantic Film Festival (FIN), Events East Group and Scotiabank Centre. Chris has helped plan, organize, and manage events from the grassroots volunteer level such as Harvest Jazz and Blues Festival to large scale shows and concerts such as Barack Obama and James Taylor to multi-day national and international sporting games like the 2019 Memorial Cup and the 2004 & 2010 Olympic Games.

Why would you like to join the Event Atlantic team?

Through the years I have been fortunate enough to develop and foster strong relationships with industry stakeholders and partners throughout Atlantic Canada. I have a true passion for the industry and a love for my home province of Nova Scotia. I understand the important impacts special events have on our community from not only an economic and tourism perspective but also societal, cultural, and continuing to improve the overall quality of life for our residents. As the Manager of Events, Sport & Culture with Discover Halifax I would be thrilled to join the Event Atlantic Board to help shape and move the industry forward in our region. Thank you for the opportunity.

Matt Moore

General Manager | Rath Eastlink Community Centre

Short Bio:

As the current Chair of Event Atlantic Society Matt takes great pride in his abilities to empower partnership development amongst industry peers. His passions for live entertainment and community have led him to role as Chair of Events Truro-Colchester and General Manager at the Rath Eastlink Community Centre in Central Nova Scotia. Previous experience includes leadership roles with the Alberta Sport Development Centre, the launch of MacDonald Island Park Complex in Fort McMurray, AB (one of Canada's Largest Sport/Event Complex's), and the launch of the Potash Corp Civic Centre in Sussex, NB. His collective leadership approach fosters relationship building and strong regional engagement that has led to Matt's specialities of organizational collaboration, new facility developments, event attraction and membership driven growth strategies.

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

I would like to join the Board to see through the completion of the strategic plan and continue to support strong membership growth to ensure sector recovery. It is my priority to further unify a collaborative approach to Atlantic Canadian event hosting.

NEWFOUNDLAND | 2-year term position

Tanya Haywood

Deputy City Manager, Community Services | City of St. John's

Short Bio:

Tanya has worked with the City of St. John's for over 25 years. In her current role as the Deputy City Manager for Community Services, Tanya oversees a diverse department that includes recreation and sport, civic and special events, and tourism and culture programs and services for the City. Most recently Tanya and her colleagues led a successful bid to host the 2025 Canada Summer Games in St. John's. In her time with the City, Tanya was also the General Manager of Memorial Stadium from 1996-1999 and was seconded to the position of General Manager of St. John's Sport and Entertainment (Mile One Centre) in 2007-2008.

Tanya sits on many boards including STEP St John's (Sport Tourism Event Partnership), a group of regional partners that came together to advance the destination as a premier sport tourism host. Success stories include hosting the 2017 Tim Horton's Brier, 2018 Pinty's Grand Slam of Curling and the 2019 Slo Pitch National Championships, U-19 Canadian Rugby Championships, Senior Women's Fastpitch Nationals and the Toyota Soccer Jubilee and Challenge Trophy Championships. Tanya is also a board member of the NL Provincial Sport Centre and ex-officio member of Destination St. John's.

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

Currently the Vice Chair of Event Atlantic, I have enjoyed working alongside a group of dedicated and passionate industry professionals towards the goal of strengthening Atlantic Canada's reputation as an event hosting region. Recently Event Atlantic has built its membership to its highest levels to date, launched the Event Atlantic Excellence Awards and has worked with regional partners in offering the Atlantic Huddle East Coast Webinar Series. In 2020/2021, Event Atlantic began the process of developing a strategy that supports a "made in Atlantic Canada" model to build the festival and events sector in our region. I look forward to another term on Event Atlantic to see this strategy come to fruition and proudly welcome back the rest of Canada and the world to Atlantic Canada in post covid times.

Tara Lynch

Box Office & Event Logistics Manager | Mile One Centre

Short Bio:

With over 20 years' experience at Mile One Centre Tara has been the Box Office & Event Logistics Manager since 2012. She has played a role in the preparation and execution of hundreds of different types of events, concerts and sporting events. Tara is also a very active volunteer in minor sport, as a basketball coach and serves on volunteer boards with minor hockey and figure skating.

Why would you like to join the Event Atlantic team?

The Atlantic Canadian tourism and event sectors need to work together to rebuild our industry. We all recognize the impact the pandemic has had on the economy and collaboration will be more important than ever. I would like the opportunity to join the Board and assist.