

2020

Event Atlantic AGM Package



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2020 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

Election of Directors

Other Business

Adjournment

2019 Annual General Meeting Minutes

The annual general meeting of members of the Event Atlantic Society was held on Thursday May 2, 2019 at the Confederation Centre of the Arts, Charlottetown, Prince Edward Island at 1:00pm AST.

Welcome and Introduction

At 1:00pm Past Chair Wayne Long welcomed all to the annual meeting of the Event Atlantic Society and served as Chair for the meeting.

Credentials

The scrutineer report showed there were 38 delegates in attendance authorized to vote and cast a ballot. The requisite quorum of members was present.

Approval of the Agenda

Motion to approve agenda as circulated: Neal Alderson

Seconded: Jennifer Shebib

Motion Carried

Approval of the Minutes

Motion to approve the minutes of the 2018 Annual General Meeting minutes as circulated: Tanya Haywood

Seconded: Dean Lund

Motion Carried

Organization Report

As Chair Seamus O'Keefe was unable to be in attendance, in lieu of separate chair and staff reports, Stefanie Turner provided an overview of the association's activity over the past year. Details included the board of directors 1.5 day planning session to outline goals for the organization moving forward; the creation of the membership program; significant updates to the website; the efforts to increase the organizations visibility nationally; and the implementation of an RFP process to host the annual Summit.

Financial Report

Laurel Lea provided the overview of the association's financial statements.

Motion to approve the 2018 financial statements as circulated: Laurel Lea

Seconded: Bobby Dunn

Motion Carried

Approval of the Acts of the Directors

Motion to approve the Acts of the Directors for 2018: Tanya Haywood

Seconded: Neal Alderson

Motion Carried

By-Law Amendments

An amendment to by-law 14 was proposed.

14. An annual general meeting shall be held within three months after every fiscal year end and notice is required which must:

- a) specify the date, place and time of the meeting,
- b) be given to the members thirty (30) days prior to the meeting,
- c) be given to the members by newsletters, newspapers, television, radio, e-mail, telephone, fax and/or other electronic means,
- d) specify the intention to propose a special resolution, and
- e) the non-receipt of notice by any member shall not invalidate the proceedings

Amendment proposed: An annual general meeting shall be held annually during the Event Atlantic Summit and notice is required which must:

Motion to approve the by-law amendment: Brodie O'Keefe

Seconded by: Meredith Caissie

Election of Directors

A vote was called for the open Nova Scotia seat. Bio's were circulated electronically to all Summit delegates prior to the AGM. Ballots were cast prior to the AGM being called to order. Matt Moore was the successful candidate. The following slate of candidates were nominated for two-year terms (2019-2021):

Bobby Despres – Fredericton, NB

Tanya Haywood - St. John's, NL

Matt Moore - Truro. NS

JP Desrosiers - Summerside, PE

The following slate of candidates were nominated for one-year terms (2019-20):

Denis LeBlanc - Shediac, NB

Motion to approve the slate of candidates for one and two-year terms: Meredith Caissie

Seconded: Laurel Lea

Motion Carried

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

Other Business

There was no other business.

Adjournment

Motion to adjourn at 1:12 pm: Dean Lund

Carried

Chair Report

Good afternoon Ladies and Gentlemen,

Thank you for making time to join us today for the 5th Annual General Meeting of the Event Atlantic Society.

I have had the honor and privilege to be Event Atlantic Society's Chair for the past two years and continue the great work started by my predecessor, Mr. Wayne Long of Charlottetown. Over the past two years we have made some significant strides in establishing our organization as both the voice and go-to resource for events in Atlantic Canada. Some of our achievements include:

- Establishment of a Membership program that now had 45 members representing all 4 Atlantic Provinces.
- Creation of a Quarterly newsletter promoting events and members in the region.
- Strong working relationship with Sport Tourism Canada, which we will be further formalizing in the coming months.
- Membership in FAME (Festival and Major Events) organization.
- Awarding of significant events to the region such as the IIHF World Women's Hockey Championships, North American Indigenous Games (NAIG), World Under 17 Hockey Championships, and Canada's FIBA World Cup qualification matches to name a few.

Probably the most significant accomplishment was our return to profitability and financial sustainability through the hard work of our Board and back to back successful Event Atlantic Summits in Halifax (2018) and Charlottetown (2019). We look forward to being in Fredericton someday for our next conference of industry professionals.

There is still work left to be done, first and foremost of which is the continued lobbying of ACOA to recognize and support the importance that events play in our economy and a successful transition out of the Covid-19 Pandemic.

I would like to extend my heartfelt gratitude to our current Board members (Tanya Haywood, Jennifer Shebib, Matt Moore, Denis LeBlanc, Bobby Despres, Wayne Long and JP Desrosiers), who are true professionals and great people to work with. And lastly, but certainly not least, a big thank you and appreciation to Stefanie Turner who is the essential "glue" of our organization that holds everything together.

Regards,
SOK

2019 Financials

The 2019 Event Atlantic Society fiscal year closed on a positive note as a net surplus of \$8,967.18 is being reported today, up from the 2019 report of \$1,658.60. The Event Atlantic Society Income Statements show the positive return is predominantly attributable to the membership program launched at the 2019 AGM. Grants and Contributions also played a key role in the success of the Event Atlantic Society in 2019.

Key Notes from 2019:

1. Event Atlantic Society Memberships - \$5770
2. Conference Revenues - \$11,056.00
3. Grants and Contributions - \$19,719.15

Expenses

1. Accounting and Legal – Bookkeepers fee for 2018
2. Administration and Coordination – Staff Costs
3. Advertising – Web Fees and printing costs
4. Business and Licenses – Self Explanatory
5. Interest and Bank Charges – Self Explanatory
6. Office Expenses – Software subscription (Zoom), Online Calendar expenses, and office supplies
7. Pay Pal Fees – Self Explanatory
8. Courier and Postage – Mailbox renewal and postage forwarding
9. Travel and Meals — include 3 outreach missions as well as in Person board meeting expenses

All in all, the Event Atlantic Society has continued to see continuous growth financially as we grow roots in the Atlantic Provinces. 2020 to date has been a challenging year for us all, but I look forward to working with you all beyond 2020 as we work together creatively to continue to create sustainable events and engage our communities.

Thank you very much for the past year.

Respectfully Submitted;
Bobby Despres



Event Atlantic Society
Balance Sheet
As at December 31, 2019

	\$
ASSETS	
Cash and Equivalents	7,841.54
Accounts Receivable	3,359.13
HST Receivable	375.73
TOTAL ASSETS	<u><u>11,576.40</u></u>
LIABILITIES	
Accounts Payable	663.12
Accrued Liabilities	287.50
TOTAL LIABILITIES	<u>950.62</u>
EQUITY	
Retained Earnings - Previous Year	1,658.60
Current Earnings	<u>8,967.18</u>
TOTAL EQUITY	<u>10,625.78</u>
LIABILITIES AND EQUITY	<u><u>11,576.40</u></u>



Event Atlantic Society
Income Statement
For the Year Ended December 31, 2019

REVENUE	\$
Memberships	5,770.00
Conference Revenue	11,056.00
Grants and contributions	<u>19,719.15</u>
TOTAL REVENUE	36,545.15
EXPENSES	
Conference Expenses	19,110.36
General & Administrative Expenses	
Accounting & Legal	247.50
Administration and Coordination	4,616.09
Advertising	321.71
Business Fees & Licenses	31.15
Interest & Bank Charges	149.54
Office Expenses	411.77
Pay Pal Fees	409.96
Courier & Postage	440.60
Travel	982.30
Meals	<u>856.99</u>
TOTAL EXPENSES	<u>27,577.97</u>
NET SURPLUS	<u><u>8,967.18</u></u>

Board Nominations

The Event Atlantic Society is made up of 8 board members. -2 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. However, if more than just the re-offering 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, 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 bio's.

NEWFOUNDLAND | 2-year term position

Tara Lynch

Box Office / Event Logistics Manager, Mile One Centre

Short Bio:

I started as a part time usher and security guard when Mile One Centre opened in 2001. Over the years I have worked in various roles within the organization and settled in my current role in 2012. With just under 20 years experience in the event industry I've played a role in the preparation and execution of hundreds of different types of events from trade shows to royal visits, circuses to concerts and sporting events on a local, national and international level.

Why would you like to join the Event Atlantic team?

Mile One Centre is the largest indoor facility in NL. I think the knowledge and experience I have gained from working here would be great assets to the Event Atlantic Society and I would look forward to the opportunity to share that knowledge and experience in a positive way.

Seamus O'Keefe

Primary Consultant, STEP St. John's

Short Bio:

Seamus has a passion for the business of event tourism. A passionate Newfoundlander, Seamus has spent his entire career attracting, creating, and managing a wide variety of award-winning events ranging from music festivals and Ribfests to sport tournaments and national competitions. Having just completed a term as a Board Director with Sport Tourism Canada, Seamus is a founding member of Event Atlantic and is currently serving as its Chair. As the principal of SOK Associates Inc., Seamus is the primary consultant to STEP St. John's which is the leading sports tourism advocate for the region and regularly represents its members at industry conferences and networking functions.

Seamus holds a Bachelor of Commerce (Co-Op) from Memorial University of Newfoundland and is a graduate of both the Sport & Event Marketing program at George Brown College and the Professional Sports Marketing certification program at the University of Kentucky.

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

As a founding member and current Chair of Event Atlantic, I am keenly interested in remaining with the Organization to complete a couple of ongoing projects. The current Executive have worked collectively to advance the Society's priorities and represent their individual regions. I am able to effectively contribute to that success through my position with STEP St. John's, my agency's work with several NSOs/ PSOs and through my experience and contacts within the sport tourism industry.



NOVA SCOTIA | 2-year term position

Chris Larsen

President, Sports & Entertainment Atlantic (S|E|A)

Short Bio:

I am proud to be President of S|E|A, a 12-year-old multi-dimensional event and sport management company with a specialized focus in sponsorship sales and management. The S|E|A resume includes 6 times hosting U SPORTS championships in Halifax along with tournaments and championships in charity golf, professional golf, hockey, basketball, ball hockey, rugby, soccer, and international beach volleyball. Currently, S|E|A is focusing on an entry into the Esports space and establishing a Drive-In Entertainment Centre in Salter Street parking lot on the waterfront in downtown Halifax.

Why would you like to join the Event Atlantic team?

I have a passion for promoting the intrinsic value of the sport tourism economy, Ever more so today as we plan for the recovery of the Canadian economy, sport tourism will be an important driver in fueling the overall return to full operating capacity for the Tourism industry at large. I believe Event Atlantic needs to continue be a strong voice for the event industry in our region. We are all in this together.

Jennifer Shebib

Events Specialist, Nova Scotia

Short Bio:

With over 20 years' experience in the hospitality and tourism industry, I enjoyed the past three years working with Destination Cape Breton as the Executive Director for Events Cape Breton. Promoting Cape Breton and Atlantic Canada as the premier destination for hosting major conferences, cultural and sporting events, we successfully developed winning bid strategies for ten major national events for Sydney, including the Scotties Tournament of Hearts 2019, Telus Cup 2022 and CANDO 2021 to name a few.

Serving as the current Vice Chair for Event Atlantic and as an events specialist in Nova Scotia, I continue to work with local hosting committees and partners to navigate through this unprecedented health pandemic, looking at opportunities to adapt and innovate as well as educate and support our members in the industry.

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

I hope to continue to represent NS and serve as a member of the board, further expand our objectives, strengthen our network and advocate for our members to rebuild our industry together.

PRINCE EDWARD ISLAND | 1-year term position

Emma MacKenzie

Manager of Operations, Versatile Management Group

Short Bio:

Currently employed as the Manager of Operations at one of Atlantic Canada's leading event management companies: Versatile Management Group. Emma is the Event Manager of the PEI International Shellfish Festival, which is a 4 days Festival in Charlottetown that attracts over 10,000 visitors every year. She is currently the lead on the all new Island Drive-In Festival which is happening at 12 locations across PEI this summer. In addition, she has worked as the project lead on various PEI events including: PEI Festival of Wines, PEI Spirits Festival, and various other Fall Flavors events. Her passion for events has also led her to various volunteer positions in the event world. She is currently serving as the President of Festivals and Events PEI, a board member of Fusion Charlottetown, and volunteers as the lead event person for the Charlottetown Lady Ball.

Why would you like to join the Event Atlantic team?

Now is a more important time than ever before for the Atlantic Canadian tourism and events sectors to work together towards the common goal of economic development for our region. It is crucial that we are viewed nation and North American wide as an attractive choice for hosting both large and small scale events. Being a part of this team also provides the opportunity for in valuable learnings.

Brodie O'Keefe

General Manager, Cavendish Beach Music Festival / Whitecap Entertainment

Short Bio:

Responsible for the coordination and execution of all Whitecap produced events including the annual Cavendish Beach Music Festival and several other events throughout Atlantic Canada. Brodie works closely with regulatory bodies, contractors, suppliers, and vendors for all events to ensure safe, smooth operations. Brodie oversees the day to day operations of Whitecap Entertainment, while providing direction and support to the various divisions of the company. In addition to a day job in the event industry, Brodie also volunteers on the organizing committees for events across the Island. Relevant Certifications: • Incident Command System (ICS) - 200 • Workplace Health Outcomes Leadership Training 2020 Highlights of Event Management Experience: • Cavendish Beach Music Festival • Luke Bryan at Magnetic Hill in Moncton – 2019 • Spud Minor Hockey Tournament – 2018-present • U17 World Hockey Championship 2020 • World Sledge Hockey Challenge – Chair: 2008, 2009, 2016, Committee Member: 2017 • World Junior Hockey Championship – Operations Manager: 2012 • Women's World Hockey Championship – 2013 • World Junior Hockey Championship - City Lead: 2015 • CIBC Run for the Cure Co-Chair: 2015 & 2016 Brodie lives in Charlottetown with his wife Magan and their two kids Drew and Mora.

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

The event industry is an important part of the landscape of PEI and Atlantic Canada. I want to help ensure the industry continues to grow and especially after a difficult 2020 season with Covid-19. I have developed a great amount of experience from being involved in events across the country and would be happy to share those experiences while also learning from other event professionals across Atlantic Canada. Helping to shape the event landscape in Atlantic Canada excites me.