

The logo for Event Atlantic, featuring a stylized white wave icon to the left of the text "EVENT ATLANTIC" in a bold, white, sans-serif font. The logo is set against a circular pink gradient background.

**EVENT  
ATLANTIC**



# 2022 ANNUAL GENERAL MEETING

**MAY 30, 2022**

**10:00AM (AST) / 10:30AM (NST)**



# Welcome

Matt Moore  
Chair

## Important Items to Note before Beginning:

Voting Members will move & second a motion using the chat feature

Voting Members will vote using the poll feature

# APPROVAL OF AGENDA

- ~ Welcome and Introduction from Chair
- ~ Credentials
- ~ Approval of the Agenda
- ~ Approval of 2021 Minutes
- ~ Chair's Report
- ~ Financial Report
- ~ Approval of the Acts of the Directors
- ~ Bylaw Amendment
- ~ Election of Directors
- ~ Other Business
- ~ Adjournment



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## 2021 Annual General Meeting Minutes

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

### Time and Introduction

10pm Chair Matt Moore welcomed all to the 2021 annual meeting of the Event Atlantic Society and acted as Chair for the meeting. Stefanie Turner acted as secretary and scrutineer for the meeting.

### Quorums

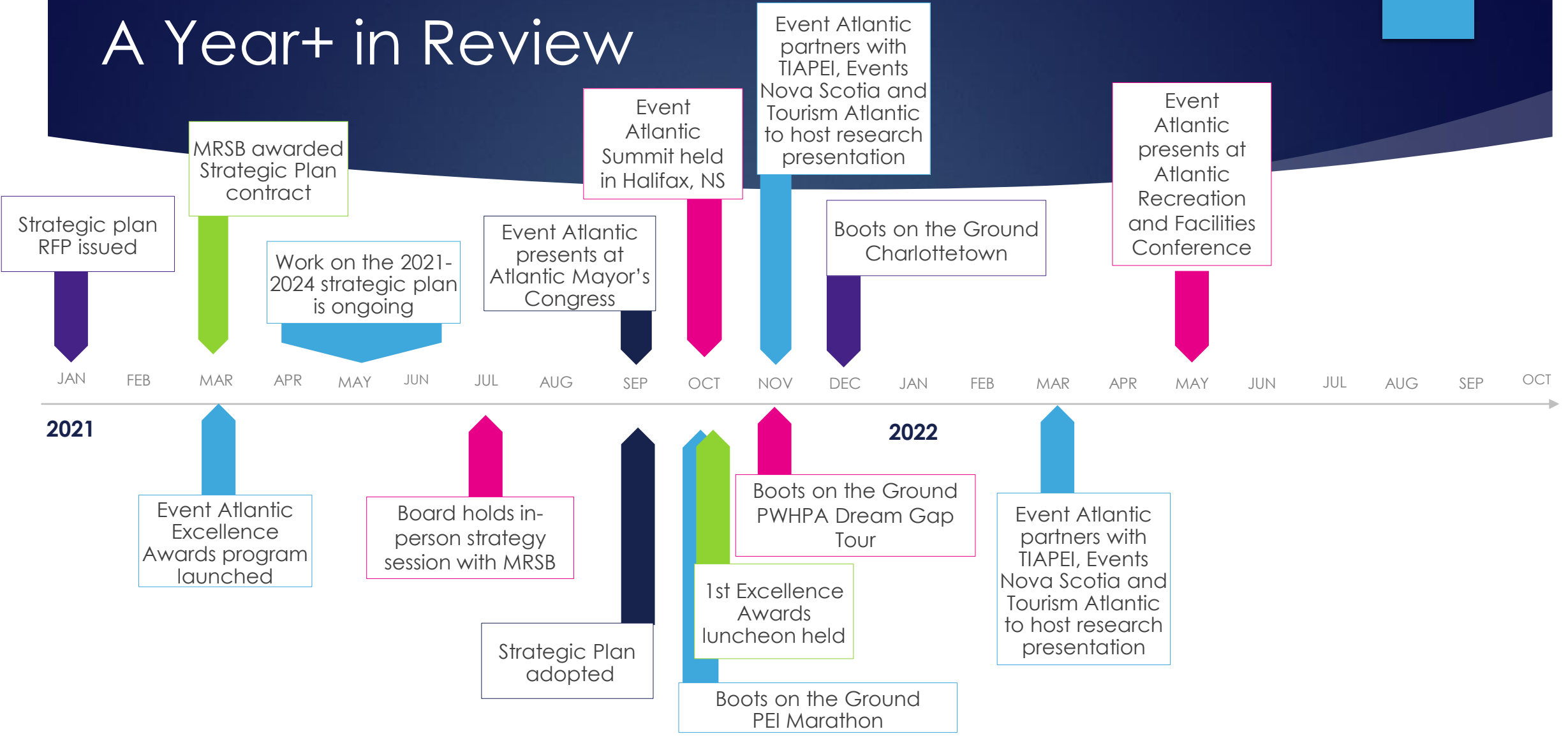
Scrutineer report showed there were 17 members in attendance who were authorized to vote and a ballot. The requisite quorum of members was present.

### Approval of the Agenda

Motion to approve agenda as circulated: Paul MacDonald  
Seconded: Aaron Kennedy  
Unanimous. No objections.  
Motion Carried

Approval of  
2021 AGM  
Minutes

# A Year+ in Review



# Membership

2022

94

2021

+8

2020

86

# Boots on the Ground



PWHPA Dream Gap Tour



2021 PEI Marathon



Charlottetown Christmas Concerts



2023 Canada Games

# 2021-2024 Strategic Plan



## VISION

POSITION ATLANTIC CANADA AS  
THE BEST EVENT EXPERIENCE

## MISSION

INSPIRE AND SUPPORT THE  
GROWTH, DEVELOPMENT AND  
SUSTAINABILITY OF EVENT  
TOURISM IN ATLANTIC CANADA

## PRIORITIES & STRATEGIES

EDUCATION & EMPOWERMENT

FACILITATED CONNECTIONS

REGIONAL LEADERSHIP

ORGANIZATIONAL SUSTAINABILITY

## LIVING ACTION PLAN

A LIVING ACTION PLAN DOCUMENT ENSURES EVENT ATLANTIC  
REMAINS ON COURSE TO ACCOMPLISH MILESTONES SET OUT  
IN THE STRATEGIC PLAN



# Financials

ASSETS | LIABILITIES | EQUITY

As of December 31, 2021

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

### ASSET

<b>Current Assets</b>		
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>
<b>Total Current Assets</b>		<u><u>44,403.22</u></u>

**TOTAL ASSET** 44,403.22

### LIABILITY

<b>Current Liabilities</b>		
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>
<b>Total Current Liabilities</b>		<u><u>34,350.55</u></u>

**TOTAL LIABILITY** 34,350.55

### EQUITY

<b>Retained Earnings</b>		
Retained Earnings - Previous Year		12,208.28
Current Earnings		<u>-2,155.61</u>
<b>Total Retained Earnings</b>		<u><u>10,052.67</u></u>

**TOTAL EQUITY** 10,052.67

**LIABILITIES AND EQUITY** 44,403.22

# Financials

## REVENUE | EXPENSES

As of December 31, 2021

### 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 Expense	
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. Expense	<u>78,946.20</u>

**TOTAL EXPENSE** 120,808.50

**NET INCOME** -2,155.61

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A circular inset image showing a close-up of a bulletin board covered with numerous colorful sticky notes in shades of yellow, green, blue, and pink. The board is slightly out of focus, creating a sense of depth.

APPROVAL OF  
ACTS OF DIRECTORS

# Bylaw Amendment



## #23

**23. The number of directors shall be 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.

# Election of Directors

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.

## Nova Scotia | 2-year term

Colby Pridham | Events East Group  
Halifax, NS

Paul MacDonald | Centre 200  
Sydney, NS

## Prince Edward Island | 2-year term

Adam MacLennan | Tyne Valley Oyster Festival Inc.  
Tyne Valley, PE

Charlotte Nicholson | City of Charlottetown  
Charlottetown, PE

**\*\* In the event of a tie a second vote will take place. In the event of a second tie a coin flip will decide the vote. \*\***

# New & Returning Board Members



Bobby Despres  
NEW BRUNSWICK  
Returning



Tanya Haywood  
NEWFOUNDLAND  
Returning



Matt Moore  
NOVA SCOTIA  
Returning



Emma MacKenzie  
PRINCE EDWARD ISLAND  
Returning



Jeff MacTavish  
NEW BRUNSWICK  
New (Appointed)



Erin Skinner  
NEWFOUNDLAND  
New (Appointed)

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A large circular graphic on the left side of the slide. It has a thick, hand-painted pink border. Inside the circle, there is a blurred image of a whiteboard covered with numerous colorful sticky notes in shades of yellow, green, blue, and pink. The background of the entire slide is a solid, vibrant pink.

**FURTHER BUSINESS?**



THANK YOU

Looking forward to seeing  
in you in Miramichi for the  
2022 Event Atlantic Summit  
and Excellence Awards