

2023

Event Atlantic AGM Package



2023

Annual General Meeting

June 14, 2023

12:30pm (NST)

St. John's Convention Centre

- Agenda
- 2022 AGM Minutes
- Chair's Annual Report
- 2022 Financials
- Proposed Bylaw Amendment
- 2023 Board Nomination Bios



2023 Annual General Meeting Agenda

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



Event Atlantic

2022 Annual General Meeting Minutes

The annual general meeting of members of the Event Atlantic Society was held virtually on Wednesday May 30, 2022 at 10:03am AST.

Welcome and Introduction

At 10:05am Chair Matt Moore welcomed all to the 2022 annual general meeting of the Event Atlantic Society and served as Chair for the meeting. Stefanie Turner acted as secretary for the meeting.

Matt Moore identified a few key items:

The meeting was being recorded.

The polling feature was used to seek approval from the membership.

Only members of Event Atlantic can vote. When registering to attend, everyone was asked to identify if they were the designated voter for the organization they were representing at the meeting.

Credentials

The scrutineer report showed there were 19 individuals present 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: Tanya Haywood

All in favour. No objections.

Motion Carried

Approval of the Minutes

Motion to approve the minutes of the 2021 Annual General Meeting minutes as circulated: Luc Bujold

Seconded: Bill Schurman

All in favour. No objections.

Motion Carried

Organization Report

Matt Moore gave an overview of the past year from January 2021 to May 2022 which included awarding MRSB the contract to create a strategic plan for Event Atlantic, the consultation of over 40 members and several in-person meetings as part of the process. After completion, the strategic plan was adopted in September 2021. As part of the Strategic Plan, the first Excellence Awards was hosted in October at the annual Event Summit, which was the most attended Summit in the history of the program. Throughout the year staff and board members represented Event Atlantic in several capacities including presentations as the Atlantic Recreation Conference, and the Atlantic Mayors congress as well as in a volunteering capacity as numerous events in the region.

The report showed an increase in membership across the region from 86 in 2020 to 94 in 2022.

Matt briefly reviewed the priorities and strategies of the 2021-2024 Strategic Plan.



Financial Report

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

Motion to approve the 2021 financial statements as circulated: Wayne Long

Seconded: Seamus O'Keefe

All in favour. No objections.

Motion Carried

Approval of the Acts of the Directors

Motion to approve the Acts of the Directors for 2021: Tanya Haywood

Seconded: Emma MacKenzie

All in favour. No objections.

Motion Carried

Bylaw Amendment

23. The number of directors shall be 8. The subscribers of 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.

Motion to approve the proposed amendment to bylaw #23: Paul MacDonald

Seconded by: Kevin Bushey

All in favour. No objections

Motion Carried

Election of Directors

A vote was called for the open seats in Prince Edward Island 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. Charlotte Nicholson was the successful candidate for Prince Edward Island, and Paul MacDonald was the successful candidate for Nova Scotia.

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

Jeff MacTavish – Miramichi, NB

Erin Skinner – St. John's, NL

Paul MacDonald – Sydney, NS

Charlotte Nicholson – Charlottetown, PE



Motion to approve the slate of candidates for two-year terms: Seamus O'Keefe

Seconded: Bill Schurman

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

No other business was brought forward.

Adjournment

Motion to adjourn at 10:25am AST: Wayne Long

Seconded: Kevin Bushey

All in Favour, No objections

Motion Carried



2022 Financials

The 2022 Event Atlantic Society fiscal year closed with a net surplus of \$67,084 that is being reported today. Government partnerships, strong membership growth, and the Event Atlantic annual conference played key roles in the healthy financial state of the Event Atlantic Society.

Major financial commitments for the 2022 fiscal year included the implementation 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 2023 fiscal year with \$74,160.52 in the business account.

Key Notes from 2022

1. Event Atlantic Society Memberships - \$11,442
2. Conference Revenues - \$11,153
3. Grants and Contributions - \$123,396

Expense Notes 2022

1. AGM Expenses – Self Explanatory
2. Accounting and Legal – Bookkeepers fee for 2022
3. Administration and Coordination – Executive Director contract fees
4. Advertising and Promotions – Web Fees and FAME membership
5. Bad Debt – Accounting for non-paid long term receivables
6. Business Fees and Licenses – Self Explanatory
7. Development & Partnerships – Self Explanatory
8. Donations – Self Explanatory
9. Interest and Bank Charges – Self Explanatory
10. Office Expenses – Software subscription (Zoom), and office supplies
11. Pay Pal Fess – Self Explanatory
12. Third Party Conference Expenses – Professional services to deliver 2022 annual conference.
13. Travel – Business on behalf of the Event Atlantic Society
14. Meals – Business meals on behalf of Event Atlantic

The Board of Event Atlantic has worked extremely hard over the past fiscal year to ensure continued operations of the Event Atlantic Society. The leadership of Stefanie Turner has advanced the mandate of the organization while ensuring fiscal stewardship for our members and partners. Onward and upward in 2023.

Thank you very much for the past year.

Respectfully Submitted;
Bobby Despres



**Event Atlantic Society
Income Statements
For the Year Ended December 31, 2022**

REVENUE	\$	
Memberships		11,442
Conference Revenue		11,153
Grants and contributions		<u>123,396</u>
TOTAL REVENUE		145,991
 EXPENSES		
Conference Expenses		23,888
General & Administrative Expenses		
AGM Expenses		2,921
Accounting & Legal		350
Administration and Coordination		31,025
Advertising		6,174
Bad debt		1,107
Business Fees & Licenses		1,170
Development & partnerships		123
Donations		75
Interest & Bank Charges		513
Office Expenses		3,499
Pay Pal Fees		321
Third party conference expenses		2,577
Travel		4,380
Meals		<u>786</u>
TOTAL EXPENSES		<u>78,907</u>
NET SURPLUS		<u><u>67,084</u></u>



Event Atlantic Society
Balance Sheet
For the Year Ended December 31, 2022

ASSETS	\$
Cash and Equivalents	70,635
Accounts Receivable	5,491
Prepaid expenses	1,525
HST Receivable	2,922
TOTAL ASSETS	<u>80,573</u>
LIABILITIES	
Accounts Payable	3,137
Accrued Liabilities	300
TOTAL LIABILITIES	<u>3,437</u>
EQUITY	
Retained Earnings - Previous Year	10,053
Current Earnings	<u>67,084</u>
TOTAL EQUITY	<u>77,136</u>
LIABILITIES AND EQUITY	<u>80,573</u>



Chair's Annual Report

Dear Members,

I am pleased to present the Chair's Report for the Event Atlantic Society's 2023 Annual General Meeting. It has been an eventful year filled with growth, accomplishments, and a renewed commitment to our objectives of fostering excellence in the event tourism industry within Atlantic Canada. While the impact of COVID-19 has been devastating on the tourism sector the work that all of you are doing to be more resilient and to reimagine how our event experiences can be better has resulted in Event Hosting leading the recovery for the Tourism industry. I would like to express my gratitude to all the members of Event Atlantic for their support and participation throughout this year.

1. Membership Growth:

I am delighted to announce that our society has experienced continued growth in membership this past year. We have welcomed new members, including event professionals, industry suppliers, and students aspiring to join the field. The expanded reach of our membership base has further strengthened our network and allowed us to offer enhanced benefits and resources to our community.

2. Professional Development:

One of the core objectives of the Event Atlantic Society is to provide opportunities for professional development and continuous learning. These initiatives have covered various topics such as event planning strategies, risk management, emerging technologies, sustainability in events, and diversity and inclusion. I would like to extend my appreciation to all the speakers and facilitators who generously shared their expertise and contributed to the success of these educational initiatives.

3. Networking and Collaboration:

The Event Atlantic Society has continued to foster a vibrant community of event professionals, encouraging networking and collaboration. Despite the negative impacts of Hurricane Fiona, the 2022 Event Atlantic Summit still provided invaluable opportunities for our members to connect, exchange ideas, and establish meaningful professional relationships. Additionally, we have actively collaborated with other industry associations and organizations, such as Sport Tourism Canada and FAME, to promote knowledge sharing and cross-industry partnerships.

4. Recognition and Awards:

Our society believes in recognizing excellence in the event management field and acknowledging the achievements of our members. The Event Atlantic Excellence Awards has returned to honour outstanding professionals, teams, and organizations in various categories and the response to these awards was overwhelming, and I am proud to stand with all winners and nominees who have demonstrated exceptional creativity, professionalism, and impact in their respective communities. You are truly inspiring.



5. Advocacy and Outreach:

The Event Atlantic Society remains committed to advocating for the event tourism industry at local, regional and national levels. We have actively engaged with government agencies, policymakers, and industry stakeholders to raise awareness about the economic and social contributions of our sector. Through our advocacy efforts, we influence new policy discussions, encouraged favorable investments, and promote the importance of events in driving tourism, economic growth, and community development.

Looking Ahead:

As we reflect on our achievements this year, it is important to look ahead and plan for the future. In the coming year, the Event Atlantic Society will focus on expanding our educational offerings, fostering new partnerships within new corners of Atlantic Canada, and applying new technology and branding to enhance our member experience. We will continue to adapt to the evolving landscape of the event industry and strive to provide relevant resources, support, and opportunities to our members through a variety of “best practice” initiatives.

I would like to extend my sincere gratitude to the dedicated board members, committee chairs, and summit volunteers who have contributed their time, energy, and expertise to the success of the Event Atlantic Society. I also want to express my appreciation to our members for their unwavering support and active engagement. Last, but not least, I would like us all to acknowledge the efforts and contributions of our dedicated, hardworking and extremely organized Executive Director, Stefanie Turner.

When I reflect on the past 4 years as Chair I am very proud of what we’ve accomplished. Together we have navigated an industry crippling pandemic while still continuing to build capacity for a thriving event sector that promotes excellence and drives innovation in the event management industry within Canada. The collaboration amongst our 4 provinces is truly cutting edge in Canada and we should all be proud that the Event Atlantic Society is a strong and sustainable organization. As I move into the Past Chair position I look forward to new leadership joining the Board and another exciting year ahead as we continue to position Atlantic Canada to offer the world “The Best Event Experience”.

Thank you.

A handwritten signature in black ink, appearing to read "Matt Moore", written over a light blue horizontal line.

Matt Moore
Chair, Event Atlantic Society



Board Nominations

The Event Atlantic Society is governed by a board of directors of 12, with a make-up of two representatives for each of the 4 Atlantic provinces and one from each of the four founding partners acting as advisory ex-officio representatives. Each provincial 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 Labrador, 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. The board seat vacancy in New Brunswick received one nomination. This seat does not require a vote. Below are the candidate's bios.

NEW BRUNSWICK | 2-year term position

Lindsay Smith

Sales Manager- Sport Tourism & Major Events | Envision Saint John: The Regional Growth Agency

Short Bio:

Over 14 years of experience in tourism, event management and hospitality Sales. I've experienced living and working abroad and in western Canada but made my way back home to the East Coast. I'm currently in my first year with Envision Saint John selling Sport Tourism and Major Events within the Saint John region. Prior to my current position, I worked as the Sales Manager for Delta Hotels by Marriott Saint John focusing on corporate, sport and entertainment markets.

Why would you like to join the Event Atlantic Board?

Although my focus is selling the Saint John region, my desire has always been to see Atlantic Canada flourish. Within my first year as an Event Atlantic member, I'm thankful to have created meaningful membership connections and look forward to building on to these relationships and creating new. As a potential new board member, being surrounded by the many years of industry knowledge and experience from other board members would be an influential experience. In joining the Event Atlantic board, I commit to dedicating my time, offering support and knowledge when needed, encourage membership growth and collaboration, and help grow and promote the event industry in Atlantic Canada.

NEWFOUNDLAND AND LABRADOR | 2-year term position

Michelle Eagles

Manager - Sales & Events | St. John's Sports & Entertainment Ltd.

Short Bio:

A seasoned and senior business professional, I have been managing business operations, sales, and events for more than 12 years with St. John's Sports & Entertainment Limited (SJSEL). My background includes extensive experience in the delivery of world-class, conference, meeting, sport and live entertainment event experiences at the two largest venues in Newfoundland and Labrador. In my current role, I lead the sales and events teams, overseeing both the Mary Brown's Centre and St. John's Convention Centre supporting local meetings and sport, as well as national and international artists and conferences. Notable events for which I managed service delivery include Junos 2010, Hockey Canada's Telus Cup, CTV Olympic Celebration, and the 2017 Brier and Prier Patch.



Michelle Eagles (con't.)

Community focused, I have considerable experience serving with board run organizations including my time at SJSEL and two years with Bannerman Park Foundation. Presently I'm active on the Convention Centres of Canada Board, and the NL Provincial Seafood Processing Licensing Board. I have also been the Vice-President of the Board for Newfoundland and Labrador Musicians' Association, Vice-President of Wreckhouse Jazz and Blues Inc. and Festival, and Chair of Clean St. John's. Creatively, I also work as a professional singer and songwriter, while pursuing photography as an artistic and leisure activity.

Why would you like to join the Event Atlantic team?

I've built my career in the events tourism industry with a focus on creating exceptional event experiences that embody engagement, sustainability, and diversity, and maximize revenues and economic impact. I believe that my participation on this Board would provide opportunity to discover the best practices of my colleagues, and use what I've learned so far to help others excel and grow the industry through creativity, collaboration and community.

Tara Lynch

Recreation Operations Manager | Town of Paradise

Short Bio:

Tara was employed by St John's Sports and Entertainment (SJSE) at Mile One Centre for 21 years. During that time she had the opportunity to play an integral role in the success of a plethora of sporting events such as the Brier, the Scott Tournament of Hearts, NHL Exhibition games, AHL, QMJHL, ECHL, NBL, World Under 17 Hockey and Skate Canada International events. While in the role of Event Logistics Manager her team hosted major concert events such as The Junos, and world class acts such as Elton John, Alan Jackson and Pearl Jam, amongst many others.

Since joining the team at the Town of Paradise in 2022 she has enjoyed the opportunity to assist with the organization of multiple Atlantic Canadian hockey and baseball championships. The Town will also host the Beach Volleyball segment of the Canada Summer Games at Paradise Park and she's excited to be part of the venue staff to welcome the athletes to Paradise in 2025.

Why would you like to join the Event Atlantic team?

With over 22 years of event planning and management experience, I feel my knowledge and expertise in the event industry would be an asset to the Event Atlantic Board. My energy, commitment to providing quality service, and my organization and communication skills would allow me to make valuable contributions to the Board. Becoming a member of the Event Atlantic Board would give me the opportunity to make a positive difference and I believe the abilities I possess are a perfect match for the role. My passion for success in events and my eagerness to contribute to the growth of the event industry in Atlantic Canada would benefit the Event Atlantic Board.



NOVA SCOTIA | 2-year term position

Kevin Bushey

Co-founder | Atlantic Venue Partnership

Short Bio:

Kevin is the Director of Events and Hospitality at Rath Eastlink Community Centre (RECC) in Truro where he dreams big and makes it happen. Through his position at the RECC, Kevin saw a need for a venue partnership that collectively routes group concert bookings to multiple mid-sized venues through the region, and became a co-founder in the development and launch of The Atlantic Venue Partnership (AVP). -A first for Atlantic Canada.

Kevin has also been in the live music industry for almost 30 years. His role as a Tour Manager and Production Manager has provided him the ability to tour all over the world with such superstar acts such as Brett Kissel, The Tenors, Brad Paisley, Emerson Drive, Doc Walker, Chad Brownlee, Garth Brooks, Indigo Girls, Kip Moore, John Prine, BB King, Corb Lund, Diana Krall just to name a few. In 2019 Kevin also played a crucial role as "Technical Director" for "A Conversation with Barak Obama" to a sold-out Scotiabank arena in Halifax, NS

Why would you like to join the Event Atlantic team?

It is a great organization that I feel blends so well with our AVP brand, and I want to do my part in shaping the future of Events in not only Nova Scotia, but all of Atlantic Canada through networking and collaboration.

Chris Gosse

Manager of Events, Sport & Culture | Discover Halifax

Short Bio:

For the past 15 years, Chris has worked in the special events industry, focusing on sport and entertainment hosting. His event management experience includes two Olympics Games, the East Coast Music Awards, the Atlantic Film Festival Association, and Events East Group with Scotiabank Centre. He has volunteered at numerous events, including Music Nova Scotia Week, the Harvest Jazz & Blues Festival, Music & Image, SummerSonic, and Fredericton RiverFest.

For the past two years, Chris has been the Manager of Sport and Cultural Events with Discover Halifax, the regional Destination Marketing Organization. He has successfully helped attract and support several major events including the 2024 JUNO Awards, the 2023 IIHF World Junior Hockey Championships, the Patio Lanterns Festival, the Evergreen Festival, CFL Touchdown Atlantic, and Great Outdoor Comedy Festival.

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 hometown of Halifax, 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 continue shape and move the industry forward in our region. Thank you for the opportunity.



PRINCE EDWARD ISLAND | 2-year term position

Chris MacDonald

Director of Operations | Discover Charlottetown

Short Bio:

Chris MacDonald is an accomplished operations manager known for his valuable contributions to the success of Discover Charlottetown. Born and raised on Prince Edward Island, Chris has a deep connection to his home province. He graduated from the University of Prince Edward Island in 2007 with a degree in business administration, laying a strong foundation for his career.

As the operations manager since June 2012, Chris has played a crucial role in Discover Charlottetown's remarkable growth. Starting with a small team, the organization has expanded to four full-time employees and fostered a collaborative work environment. Chris's responsibilities include organizing five major annual events, which have gained acclaim and attracted visitors. The Discover Charlottetown team also oversees the comprehensive tourism marketing campaign for Charlottetown, ensuring maximum visibility and attracting tourists to the area. Beyond event planning and marketing, Chris and the team at Discover Charlottetown actively engage with local businesses, forming partnerships and supporting product development initiatives. His dedication contributes to a thriving tourism industry that benefits Discover Charlottetown, the local economy, and the community. Chris is passionate about showcasing the beauty and cultural richness of Prince Edward Island, aiming to establish Charlottetown as an unforgettable destination for travelers.

Why would you like to join the Event Atlantic team?

I would like to join the Event Atlantic Board of Directors because it would be an exciting opportunity to work with other event professionals throughout Atlantic Canada and help grow the region as a premier event destination. Also, with the changes to the industry brought on by COVID, now is a good time to re-look at what is needed to help support events in the region in the future.

Emma MacKenzie

Director of Operations | PEI International Shellfish Festival

Short Bio:

Emma MacKenzie is the Director of Operations at Versatile Management Group in Charlottetown, PEI. Emma has been highly influential in organizing events like the PEI International Shellfish Festival, The PEI Festival of Wines, The PEI Spirits Festival, and a variety of other Festivals & Events.

Emma is currently the Treasurer of PEI Citizen Advocacy and an active member with the PEI Big Brothers and Sisters organization. In the past Emma was the President of Festivals & Events PEI, the Co-Chair of the 2023 Canada Games Volunteer Services Committee, and a Board Member of Fusion Charlottetown.

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

My first 2 years on the Board were a great experience regardless of that they were during the pandemic and various F&E were cancelled. I would like to continue on the board to continue to help with the Board's mission of supporting growth of Event Tourism in Atlantic Canada and the collaboration that comes from all 4 provinces working together. Event Tourism is so important to the region and it has been, and continues to be, amazing to see what can be done when we work collectively.