

# 2024

## Event Atlantic AGM Package



2024

# Annual General Meeting

May 1, 2024  
12:30pm (AST)

Confederation Centre of the Arts

- Agenda
- 2023 AGM Minutes
- 2023 Financials
- 2024 Board Nomination Bios



## 2024 Annual General Meeting Agenda

- Welcome and Introduction from Chair
- Credentials
- Approval of the Agenda
- Approval of the 2023 AGM Minutes
- Financial Report
- Chair's Annual Report
- Approval of the Acts of the Directors
- Election of Directors
- Other Business
- Adjournment



# Event Atlantic

## 2023 Annual General Meeting Minutes

The annual general meeting of members of the Event Atlantic Society was held in-person on Wednesday June 14, 2023 at 12:30pm NST.

### **Welcome and Introduction**

At 1:00pm Chair Matt Moore welcomed all to the 2023 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.

Only members of Event Atlantic can vote. Upon arrival, 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 34 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: Erin Skinner

Seconded: Jeff MacTavish

All in favour. No objections.

Motion Carried

### **Approval of the Minutes**

Motion to approve the minutes of the 2022 Annual General Meeting minutes as circulated: Charlotte Nicholson

Seconded: Tanya Haywood

All in favour. No objections.

Motion Carried

### **Financial Report**

Tanya Haywood provided the overview of the association's financial statements.

Motion to approve the 2022 financial statements as circulated: Paul MacDonald

Seconded: JP Desrosiers

All in favour. No objections.

Motion Carried



### **Organization Report**

Matt Moore gave an overview of the past year from January 2022 to May 2023 which included an update on the priorities and strategies of the 2021-2024 Strategic Plan and highlighted the upcoming projects for Event Atlantic that included Best Practice Missions, Scotia Skate Tour, Atlantic Canada Hosting Score Card, and the new approach to Summit hosting with dates secured 2-years in advance. Matt briefly reviewed staff and board members representation of Event Atlantic in several capacities including International Festivals and Events Association Conference, and Sport Events Congress, as well as in a volunteering capacity at numerous events in the region (Ie; Canada Winter Games in PEI)

Matt thanked the longstanding outgoing board members Tanya Haywood and Bobby Despres for their years of service to the organization.

### **Approval of the Acts of the Directors**

Motion to approve the Acts of the Directors for 2023: Jeff MacTavish

Seconded: Tanya Haywood

All in favour. No objections.

Motion Carried

### **Election of Directors**

A vote was called for the open seats in Newfoundland & Labrador, Prince Edward Island and Nova Scotia. Bio's were circulated in the AGM packages to all registered attendees prior to the AGM. A live vote took place during the AGM. Tara Lynch was the successful candidate for Newfoundland & Labrador, Emma MacKenzie was the successful candidate for Prince Edward Island, and Chris Gosse was the successful candidate for Nova Scotia.

The following slate of candidates were nominated for two-year terms (2023-2025):

Lindsay Smith – Saint John, NB

Tara Lynch – Paradise, NL

Chris Gosse – Halifax, NS

Emma MacKenzie – Charlottetown, PE

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

Seconded: Jill Brewer

All in Favour. No objections.

Motion Carried

The Board will subsequently appoint the Officers for the positions of Chair, Vice Chair and Treasurer.

### **Other Business**

No other business was brought forward.

### **Adjournment**

Motion to adjourn at 1:28pm NST: Aaron Kennedy

Seconded: Wayne Long

All in Favour, No objections

Motion Carried



## Financials

### Event Atlantic Society Income Statements For the Year Ended December 31, 2023

<b>REVENUE</b>	\$
Memberships	13,191
Conference Revenue	34,289
Grants and contributions	150,909
Event Fees	4,747
<b>TOTAL REVENUE</b>	<u>203,136</u>
<b>EXPENSES</b>	
Conference Expenses	151,519
General & Administrative Expenses	
AGM Expenses	8,370
Accounting & Legal	713
Administration and Coordination	45,625
Advertising	6,666
Business Fees & Licenses	466
Development & partnerships	6,029
Donations	600
Insurance	1,450
Interest & Bank Charges	1,428
Office Expenses	418
Online Payment Fees	244
Telephone & Internet	2,162
Third party conference expenses	4,552
Travel	9,742
Meals	5,144
<b>TOTAL EXPENSES</b>	<u>245,130</u>
<b>NET SURPLUS</b>	<u><u>-41,994</u></u>



**Event Atlantic Society  
Balance Sheet  
For the Year Ended December 31, 2023**

<b>ASSETS</b>	\$
Cash and Equivalents	-16,147
Accounts Receivable	40,756
Prepaid expenses	-
HST Receivable	17,726
<b>TOTAL ASSETS</b>	<u>42,335</u>
<b>LIABILITIES</b>	
Accounts Payable	3,053
Accrued Liabilities	300
Payroll Deductions	3,840
<b>TOTAL LIABILITIES</b>	<u>7,192</u>
<b>EQUITY</b>	
Retained Earnings - Previous Year	77,136
Current Earnings	<u>-41,994</u>
<b>TOTAL EQUITY</b>	<u>35,142</u>
<b>LIABILITIES AND EQUITY</b>	<u>42,335</u>



## 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. For 2024, no vote is required for any of the current vacancies. Below are the candidate's bios.

### **NEW BRUNSWICK | 2-year term position**

#### **Julie Arsenault**

#### **Executive Director | The Shediac Lobster Festival**

##### Short Bio:

Julie Arsenault's journey into the world of special events began with her love for music, which took root in her teenage years. Attending her first major concert sparked a passion that has shaped her career ever since. After earning her diploma in Multimedia Digital Marketing, Julie delved into graphic design, primarily collaborating with music industry professionals and artists. This led to a 15-year career as a booking agent, artist manager, and creative director. During this time, she also toured as a backup vocalist and contributed as a songwriter on a few songs that have been recorded and released by New Brunswick artists.

Through her years of booking special events and festivals, Julie gained invaluable experience and knowledge of the industry. In 2019, she joined the Congrès mondial acadien team as Marketing Director before transitioning to the role of Executive Director at the Shediac Lobster Festival in 2020. Julie is the first full-time, executive director at the festival and has been instrumental in growing it in every aspect. With an average annual attendance of 30,000 visitors, the festival has thrived under her leadership. Her passion and creativity for the event sector, combined with her wide experience in the industry, make her a force to be reckoned with. In 2022, Julie and her team introduced the Claw Run to the Shediac Lobster Festival, which quickly gained recognition and was awarded Run NB's Event of the Year in 2023. In 2024, the festival will host Run NB's 5k Championship alongside celebrating its 75th anniversary, marked by a rebranding initiative led by Julie and her team.

In addition to her work with the Shediac Lobster Festival, Julie co-founded the Hom'Art Festival in 2021, attracting 15,000 attendees in its inaugural year. This festival, a subsidiary of the Shediac Lobster Festival, reflects Julie's ongoing dedication to fostering community engagement and cultural celebration.

##### Why would you like to join the Event Atlantic Board?

I am a passionate and experienced professional in the special events industry, dedicated to creating unforgettable moments and events. I thrive on crafting seamless and innovative event experiences. Committed to delivering excellence, I bring energy, enthusiasm, and expertise to every project I undertake. I believe I am well-equipped to contribute to the Event Atlantic Board of Directors. Moreover, I see this as an excellent opportunity to continue learning in this ever-evolving industry alongside my peers. I strongly believe in teamwork and collaboration, as I understand the value it brings in achieving success.



## **NEWFOUNDLAND AND LABRADOR | 2-year term position**

**Erin Skinner**

**Manager of Tourism, Culture & 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 experience in her role of Manager of Tourism, Culture & Events with the City of St. John's and as chair of the Special Events Advisory Committee. Erin is currently the vice-chair of Event Atlantic, having joined the board in 2022. Erin has worked closely with her Atlantic Canada Partners in various capacities and looks forward to ensuring the continued collective success for event, tourism, and sport opportunities in Atlantic Canada.

Why would you like to continue to be a part of the Event Atlantic board?

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. My experience will me to be a strong voice at the table.

## **PRINCE EDWARD ISLAND | 2-year term position**

**Charlotte Nicholson**

**Civic Engagement & Events Coordinator | City of Charlottetown**

Short Bio:

Charlotte Nicholson is the City of Charlottetown's Civic Engagement & Events Coordinator. She is a graduate of Holland College's Event Management program and has spent the last eight years helping Charlottetown be a vibrant 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 Board Member of Event Atlantic.

Why would you like to continue to be a part of the Event Atlantic board?

I have really enjoyed my time on the Event Atlantic Board and am proud of the impact the organization has had to-date. Event Atlantic has experienced significant growth over the last few years and I would like to continue to be a part of this positive momentum.





## **NOVA SCOTIA | 2-year term position**

### **Matt Moore**

#### **General Manager | Central NS Civic Centre Society**

##### Short Bio:

Originally from New Brunswick and now residing in Nova Scotia, Matt has over 19 years of progressive venue management experience in high profile, complex, public/private governed organizations and possesses the ability to ensure collaboration across federal, provincial, and municipal governments while demonstrating the ROI for all stakeholders and the community large. His ability to operationalize and spearhead an innovative strategy in Nova Scotia has resulted in Truro becoming one of the fastest growing event hosting regions in the nation. Over the past 9 years he has been very successful in his role as General Manager, at the recently developed Rath Eastlink Community Centre while also leading the development of the NS Provincial Exhibition Complex and Nova Scotia Stampede. Currently, Matt is serving as Past Chair for the Event Atlantic Society and recently served a two-year term as member of the board with Sport Tourism Canada. Matt's specialty of regional collaboration began in 2009 as a member of the inaugural leadership team for the \$200m expansion of the MacDonald Island Park complex, now known as "One Team". This population growth initiative was deemed Canada's largest recreation & event complex of its time and quickly evolved into a regional recreation/event service commission within the Regional Municipality of Wood Buffalo, in Fort McMurray, AB. In more recent years, he has continued to foster high career aspirations within the Maritimes while spearheading the successful launch of the newly constructed PotashCorp Civic Centre in Sussex, NB. After spending the past 9 years in Truro, NS and having successfully transformed the organizational culture of the Rath Eastlink Community Centre, developed a successful regional event management strategy that is contributing to the growth and community development goals of the municipalities it serves, his objective is now focused on applying these key learnings and experiences towards the next chapter of Pan-Atlantic Event Hosting innovation and rejoining the Event Atlantic Board.

##### Why would you like to join the Event Atlantic board?

I am keen to support future collaborative initiatives across the Atlantic Event Attraction Sector while also ensuring the financial sustainability of the EA Society. Membership driven growth strategies and government relations have been a key strength over the years.