

Event Atlantic AGM 2025

SEPTEMBER 18, 2025, 12:30 PM

INN ON PRINCE CONFERENCE CENTRE, TRURO



Event
Atlantic



2025 Annual General Meeting Agenda

- Welcome and Introduction from Chair
- Approval of the Agenda
- Approval of the 2024 AGM Minutes
- Chair's Annual Update
- Financial Report
- Approval of the Acts of the Directors
- Election of Directors
- Other Business
- Adjournment



2024 Annual General Meeting Minutes

The annual general meeting of members of the Event Atlantic Society was held virtually on Wednesday May 1, 2024 at 12:25pm AST.

Welcome and Introduction

At 12:25pm Chair Jeff MacTavish welcomed all to the 2024 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 41 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: Wayne Long

Seconded: Erin Skinner

All in favour. No objections.

Motion Carried

Approval of the Minutes

Motion to approve the minutes of the 2023 Annual General Meeting minutes as circulated: Emma MacKenzie

Seconded: Charlotte Nicholson

All in favour. No objections.

Motion Carried

Organization Report

Jeff MacTavish gave an overview of the past year from January 2023 to May 2024. Jeff spoke on how Event Atlantic had made significant strides in advancing its mission and presence across the region and beyond. A major highlight was the successful launch of the Scotia Skate Park Tour, which garnered strong community engagement. Jeff touched on the partnerships with provincial stakeholders continuing to deepen, positioning Event Atlantic as a trusted collaborator in the regional event landscape. Jeff also described the Best Practice Mission program which saw staff lead two key delegations: one with five members to Glasgow, Scotland, and another with ten members to Montreal, QC, both offering valuable event-based learning experiences and global insights. Throughout the year, staff and board members proudly represented Event Atlantic at a variety of industry-leading platforms including SpohoX,



Sponsorship X, and The JUNO Awards, as well as through a presentation at the Sport Events Congress. Additionally, the organization contributed in a volunteer capacity at numerous regional events, most notably the North American Indigenous Games, further demonstrating our team's dedication to supporting and enhancing the Atlantic Canadian event ecosystem.

Financial Report

Charlotte Nicholson provided the overview of the association's financial statements.

Motion to approve the 2023 financial statements as circulated: Chris Gosse

Seconded: Paul MacDonald

All in favour. No objections.

Motion Carried

Approval of the Acts of the Directors

Motion to approve the Acts of the Directors for 2023: Emma MacKenzie

Seconded: Wayne Long

All in favour. No objections.

Motion Carried

Election of Directors

Following a call for nominations, it was determined the no vote was required for any province. Bios for each individual who put their name forward were included in the AMG package provided to all attendees.

The following slate of candidates were nominated for two-year terms (2024/2025):

Julie Arseneault, Shediac, NB

Erin Skinner – St. John's, NL

Matt Moore – Truro, NS

Charlotte Nicholson – Charlottetown, PE

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

Seconded: Erin Skinner

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 12:46pm AST: Chris Gosse

Seconded: Charlotte Nicholson

All in Favour, No objections, Motion Carried



Financials

**EVENT ATLANTIC SOCIETY
STATEMENT OF INCOME AND (DEFICIT)
FOR THE YEAR ENDED DECEMBER 31, 2024
(Unaudited - See Compilation Engagement Report)**

	2024
Revenue	
Sales	\$ 28,693
Grants and Contributions	92,207
	120,901
 Expenses	
Summit Expenses	39,645
Strategic Plan	15,468
AGM Expenses	363
Development and Partnerships	-
Administration and Coordination	3,153
Advertising and promotion	2,550
Memberships and Dues	995
Bad Debts	2,343
Bank charges and interest	576
Non-deductible penalties and interest	-
Business Fees & Licenses	306
Donations	-
Insurance	1,450
Office expenses	866
Professional fees	2,188
Meals	-
Conferences and Events	5,815
Telephone	1,221
Travel	12,298
Wages and benefits	49,509
	138,744
 Net income	 (17,843)
 Retained Earnings, beginning of year	 35,142
 Retained Earnings, end of year	 \$ 17,299



EVENT ATLANTIC SOCIETY
BALANCE SHEET
DECEMBER 31, 2024
 (Unaudited - See Compilation Engagement Report)

	2024
ASSETS	
Current	
Cash in bank	\$ 14,333
Accounts receivable	2,871
HST Receivable	15,575
Prepaid expenses	6,146
	38,925
	\$ 38,925
 LIABILITIES AND RETAINED EARNINGS	
Current	
Accounts Payable and accrued liabilities	\$ 21,626
	21,626
Retained earnings	35,142
Current Earnings	(17,843)
	17,299
	\$ 38,925



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 2025, no vote is required for any of the current vacancies. 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.

NOVA SCOTIA | 2 -year term position

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 to shape and move the industry forward in our region. Thank you for the opportunity.

PRINCE EDWARD ISLAND | 2-year term position

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.

NEWFOUNDLAND AND LABRADOR | 2-year term position

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.