



INFORMATION REPORT

TO: Chair and Members Emergency & Community Services Committee	WARD(S) AFFECTED: CITY WIDE
COMMITTEE DATE: March 2, 2011	
SUBJECT/REPORT NO: Event Advisory Team (SEAT) Operational Review Update (CS11027) (City Wide)	
SUBMITTED BY: Joe-Anne Priel General Manager Community Services Department	PREPARED BY: Bridget MacIntosh 905-546-2424 ext. 4514
SIGNATURE:	

Council Direction:

Not applicable.

Information:

Overview

An operational review of SEAT in 2010 recommended a number of changes to the SEAT process. This report provides an update on the status of those changes

The Events Advisory Team (SEAT) ensures that event organizers follow all Council approved event policies, by-laws, and procedures in the operation of events on outdoor city owned property through a “one stop” process. The Culture Division, Community Services, administers SEAT.

.Background:

The former City of Hamilton and the towns of Stoney Creek, Ancaster, Flamborough, Dundas and the township of Glanbrook, have a long tradition of small, medium and large community and neighbourhood-based events. Previously, the former City of Hamilton had dedicated staff resources to assist event organizers with operational support and, at times, coordinated services from other city departments via SEAT.

As the City has grown, pressure has been placed on the SEAT process and the Culture Division to continue to support events at historical levels, meet existing civic priorities

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and community expectations, ensure that events on City property are healthy and safe and to support new event opportunities.

SEAT is composed of staff from numerous City departments. A current list of departments involved in SEAT can be found as Appendix “A” attached to Report CS11027. Staff from these City departments play an active role on SEAT so that each outdoor event on City property is provided with the support and services necessary to run safely.

SEAT Operational Review:

In January 2010, the Culture Division initiated an operational review of the SEAT process to address some of the pressures cited above and to examine the overall coordination of the SEAT program including:

- its current application process;
- committee make-up;
- committee roles/responsibilities; and,
- SEAT meeting structure and event approval/follow up process.

Improvements to the operation of SEAT are being implemented as outlined below. These incremental operational improvements have allowed SEAT to better accommodate and facilitate the 300+ applications it receives each year from community event organizers.

SEAT PROCESS IMPROVEMENTS TO DATE

	PROCESS BEFORE	PROCESS AFTER	IMPROVEMENT
APPLICATION FORM FOR COMMUNITY EVENT ORGANIZERS	Paper based.	Digital based -- Data entered via fill-able form online application that automatically transfers information into a database.	- Reduced photocopying costs. - Reduced staff time spent on manual data entry. - Updated event information readily available to SEAT.
DEADLINES FOR SUBMISSION OF SEAT APPLICATION FORM	End of October of year before event.	New deadlines: Dec 1 st of previous year for events happening in the first 6 months of the following year. Apr 1 st of current year for events happening in the	- Allows for organizers to provide more complete and accurate event information.

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	PROCESS BEFORE	PROCESS AFTER	IMPROVEMENT
		last 6 months of that year.	
MANAGEMENT OF THE SEAT PROCESS	No dedicated staff person responsible for managing and aligning the SEAT process with other City processes and initiatives.	Hiring of a Festival & Events Officer to manage the SEAT process.	- Provides accountability, consistency and alignment with other City processes and initiatives.
MEMBERSHIP ON THE SEAT TEAM	Gaps in representation from important departments (i.e. Parks).	Meetings with management at various City departments has resulted in representation at SEAT from appropriate departments (i.e. Parks)	- Management and/or Director levels informed of the importance and timeliness of decision making at SEAT and have designated appropriate staff to attend SEAT meetings.

Next Steps:

Operational improvements to SEAT will continue to be implemented in 2011 as follows:

- Creation of a **more robust information management system** to support SEAT and to provide up-to-date applicant information to all SEAT affiliated City departments. This system would also provide a framework for the creation of an online resource centre for Hamilton event producers to help them organize their events;
- Alignment with the work of Municipal Law Enforcement regarding **Licensing Requirements for Festival and Events** as outlined in Information Report PED10205: "MLE staff will continue to work with staff from the Community Services Department and SEAT to possibly develop an appropriate "Event Licence" category and will consider the ease of application and processing for Event Organizers. Any such initiative would be presented to Committee and/or Council for consideration, including an appropriate communication implementation plan";
- **Revision and updating of the City's 2002 Events on City Property Policy** will:
 - define and strengthen the role of SEAT,
 - support the consistent application of fees and deadlines for all events.

- **Alignment with other departments** involved in policy development related to events, such as:
 - Hamilton Street Railway – policy on provision of shuttles for Events.
 - Public Health – Municipal Alcohol Policy.

DEPARTMENTS REPRESENTED/AFFECTED BY SEAT

CULTURE DIVISION

Jennifer Kaye (Manager, Arts & Events)
Bridget MacIntosh (Festivals & Events Officer)
Marie MacEachern (Events Coordinator)

MUNICIPAL LAW ENFORCEMENT

Vince Ormond (Manager, Licensing & Permits)
Kelly Barnett (Community Liaison)

BUILDINGS

Dio Ortiz (Manager, Building Engineering & Zoning)
Emily Coe (Senior Zoning Examiner)

PARKING

Ted Arnold (Manager, Parking Operations)
Pam Carver (Manager, Parking Enforcement)
Sebastian Stula (Supervisor, Parking Operations)
Tyler Shepherd (Parking Operations Technologist)
Andrew Faber (Parking Operations Technologist)

FILM – ECONOMIC DEVELOPMENT

Lorrie Bowman (Film Liaison Asst.)

EMERGENCY MEDICAL SERVICES

Doug Waugh (Manager, Operations & Logistics)
Justin Pyke (Platoon Manager)

FIRE

Frank Biancucci (Chief Fire Prevention Officer)

POLICE

P.C. Brad Robinson (Traffic Branch, Special Events Coordinator)

PUBLIC HEALTH

Richard MacDonald (Food Safety Manager)

Lorraine Brennan (Public Health Inspector)

Glynis Robinson (Public Health Inspector)

WASTE MANAGEMENT

Blair Smith (Manager, Waste Management)

Mike Stelmach (Technical Analyst, Contract Operations)

Adrienne Kupchanko (Policy/Program Analyst)

Raffaella Morello (Project Manager, Operations)

Jackie Arroll (Contract Technician, Operations)

TRAFFIC

Gary Kirchknoph (Senior Project Manager – Traffic Planning & Comm.Serv.)

Rich Shebib (Traffic Technologist)

ROADS

Nello Violin (District 3 & 7 – Chedoke & Wentworth)

Jennifer Atkinson (Road Operations Coordinator)

Charles Manning (District 4 & 5 – Rymal)

Rob Del Conte (Supervisor District 3 & 7)

PARKS

Angela Storey (Business & Support Services ~ Waste, Roads and Parks)

Phil Homerski (Info & Business Advisor Support Services ~ Public Works)

Gord Noble (Supervisor, Public Works)

Sue Gilpin (District 1 & 2 - Dundas & Ancaster)

Pat Celebre (District 3 & 7 – Chedoke & Wentworth)

Tennessee Propedo (District 4 & 5 – Jones Road)

HAMILTON STREET RAILWAY (HSR)

Kevin Nicol (Senior Transit Technologist)

Jim Dahms (Manager, Transit Planning & Customer Service)

Nancy Purser (Manager, Transit Support Services)

ELECTRICAL SAFETY AUTHORITY

Rob Gheller (Inspector)