



Essex Fun Festival Committee Meeting Minutes

April 21, 2022, 5:30 PM

Location: Barnett Room, Essex Centre Sports Complex

Accessible formats or communication supports are available upon request. Please contact the Clerk's Office at clerks@essex.ca or 519-776-7336 extension 1100 or 1101.

Present: Ward 1 Councillor, Joe Garon, Chair
Ward 2 Councillor, Kim Verbeek, Vice-Chair
Richard Tapping
Katie McGuire-Blais

Also Present: Jake Morassut, Director Community Services
Ann Marie Unis, Manager, Finance and Business
Janice Aloisio, Recording Secretary

Regrets: Marc Tortola, Manager, Strategic Communications

Absent: Ron McDermott
Mike Janisse
Kyle Flood

1. Call to Order

The Chair, Councillor Garon called the meeting to order at 5:42 PM

2. Declarations of Conflict of Interest

There were no declarations of conflict of interest noted at this time.

3. Adoption of Published Agenda

3.1 Essex Fun Festival Committee Meeting Agenda for April 21, 2022

EFFC22-04-006

Moved by Katie McGuire-Blais

Seconded by Rich Tapping

That the published agenda for the April 21, 2022, Essex Fun Festival Committee meeting be adopted as presented.

Carried

4. Adoption of Minutes

EFFC22-04-007

Moved by Rich Tapping

Seconded by Katie McGuire-Blais

That the published minutes for the February 24, 2022, Essex Fun Festival Committee meeting be adopted as presented.

Carried

5. Unfinished Business

5.1 None

6. Correspondence

6.1 None received

7. Festival Layout

Review of Festival Layout as discussed at previous meeting.

Fencing needs to be finalized for how much required.

Potentially eliminate fence along arena wall and move gate 2 back leaving access to fire and municipal vehicles.

8. Parking

Manned by a couple non-profit volunteer groups to receive a donation to their group for their time.

Sponsorship has been secured.

Councillor Verbeek has spoke with 2 groups already and will give them the shift options.

4 to 5 hour shifts for parking volunteer groups.

4 shifts required, potential to receive a donation of \$500. each group.

Volunteers to be a minimum of 16 years of age and at least half adults.

Need to have visible vests for parking lot volunteers.

Parking attendants require Walkie-Talkies for communication.

Vendors want to be close to their booth and band members near beer tent.

"Parking Lot Closed" signs to be evaluated to assess needs requirement.

Jake Morassut, Director, Community Services confirmed parking lines can be painted on ground and grass areas similar to in the Colchester area in the summer.

9. **Security (Festival Grounds) cover 10-6 PM**

Chair, Councillor Garon is in discussions with Paul Fairley to work with the overnight security company he uses to better cover and manage security.

10. **Operations and Site Management**

Chair, Councillor Garon, and Jake Morassut, Director, Community Services will oversee the operations and site management.

Jake Morassut, Director, Community Services advised that a meeting has been arranged with OPP for next week.

Jake Morassut, Director, Community Services confirmed that lines will be painted for parking areas by parks staff.

Need to secure at least 20 hydro barrels for parking lot area together with caution tape.

Councillor Garon, Chair, has advised World's Finest, the contractor for the midway, of the parking mediums that they will have to work around in their set up.

Main stage will require a hydro pedestal and Munger's will be upgrading the outside outlet.

Jake Morassut, Director, Community Services advised that the water buggy will be on site.

Councillor Garon, Chair, advised that the tents, chairs, etcetera (Festival Tent) are ordered.

Octagon tents for shade with the water barrels or cinder blocks – Follow-up required (Chair to review)

Councillor Garon, Chair, advised that the porta johns have been ordered – extra handwashing centres to be assessed with additional sanitization station available

Councillor Garon, Chair, advised that fencing has been ordered (Councillor Garon, Chair to confirm length).

Ice is through beer tent co-ordinator

Main Stage rental is through Vabs Stages. Contract to be sent to Jake Morassut, Director, Community Services.

Paid OPP Duty-Officers have been arranged.

Fireworks have been confirmed for Saturday night with rain-date on Sunday.

Assessment of Stamps for entry to be reassessed to create a better flow for marking public that have paid to leave and re-enter.

Signage to be reviewed.

Jake Morassut, Director, Community Services to investigate further Clover to offer a wireless payment system for gates as well will look into securing an instant teller to have on site (next to information booth).

Jake Morassut, Director, Community Services to find out where funfest@essex.ca email is going to and have updated.

Parade and vendor forms to be updated for posting.

Generic business cards need to be ordered for committee members.

11. Financial Report

Councillor Garon, Chair, met with Ann Marie Unis, Manager, Finance and Business Services prior to meeting to update her on past event finances.

Councillor Garon, Chair, asked Ann Marie Unis, Manager, Finance and Business Services to break-down the festivals budget line items a bit more so committee can better understand where the monies flow instead of having bulk line items with a total sum.

Need to have a spreadsheet or reconciliation set in place to track the incomes at the 2 different gates to better assess likewise one to capture beer tent admissions.

Confirmation received that Molson contract is paid.

Copy of World's Finest Shows contract to be forwarded to Ann Marie Unis, Manager, Finance and Business Services.

Budget has been confirmed at \$125K and 26,135 in reserves.

Discussions regarding increase in vendor booth spaces to reflect the following:

Food: One space - \$500., Two spaces - \$750., Three Spaces - \$900.

Snack and Beverage Vendor: One space - \$200., Two spaces - \$300., Three Spaces - \$350.

Commercial Vendor (Buy/Sell) - One space - \$500., Two spaces - \$750., Three Spaces - \$900.

Non-Commercial (Homemade): One space - \$50., Two spaces - \$100., Three Spaces - \$150.

Non-Profit/Service Groups: One space - \$50., Two spaces - \$100., Three Spaces - \$150.

Utilities and Insurance:

Electrical: 110 volt/15 amps - \$25., 220 volt/30 amps - \$50.

Food Vendor Deposit: \$100. refundable deposit.

EFFC22-04-009

Moved by Richard Tapping

Seconded by Councillor Verbeek

That the 2022 vendor fees are amended on the vendor application as noted above.

Carried

12. Sub-Committees

12.1 Marketing, Social Media and Advertising

Richard Tapping, Councillor Garon, Chair, and Katie McGuire-Blais will spear-head Social media platforms for Fun Fest – website, Twitter, Instagram, Facebook, etcetera.

12.2 Sponsorship

Richard Tapping, Michael Janisse and Councillor Garon, Chair, will oversee this sub-committee.

Richard Tapping created a sponsorship package creating better symmetry of value, incentives, monetary levels etcetera which also provide selling guidelines and benefits. Sponsorship agreements have a first-right-of-refusal to previous year's sponsors. Richard Tapping advised that he has secured a number of sponsors already including the 3 dealerships, sponsors for main stage, parade, watermelon eating contest, and potentially a senior's day event sponsor to date.

Richard Tapping confirmed the sponsor for the parade will do the announcing too along with the judging for the event.

Parade to have 1st, 2nd, and 3rd winners with monetary awards for various categories such as Best Theme, etcetera.

Katie McGuire-Blais is working with BIA on potential sponsorship – commitment for fireworks in the amount of \$2,500 secured.

Ron McDermott to talk to Retirees Club to access their interest in sponsorship of bingo.

12.3 Volunteers

Katie McGuire-Blais and Ron McDermott will spearhead sub-committee.

Jake Morassut, Director, Community Services to forward Katie McGuire-Blais the past volunteer location requirements i.e. front and back admission gates, beer tent, kids zone, etcetera.

Committee and Volunteer shirts in separate distinguishable colours need to be purchased.

12.4 Food and Beverage Vendors

The Councillor Garon, Chair, has lined up a number of past food vendors.

Move towards vendors with better quality of food with different variety of food options.

12.5 Non-Food Vendors

- Any committee members with knowledge of potential vendors, email Councillor Garon, Chair, or Jake Morassut, Director, Community Services.

12.6 Parade

Richard Tapping and Ron McDermott spearheading sub-committee.

Jake Morassut, Director, Community Services has confirmed that the parade will be in the downtown corridor as the streetscape project will not be started by then.

Theme this year is "Year of the Garden".

Onyx Fitness has confirmed that along with their sponsorship, they will do the announcement during the parade.

Online form needs to be updated.

Hours for parade 10:30 – 11:30 am, line up at 9:30 am.

Line up start will be on Albert, Harvey Streets going on to Talbot Street up to Fairview Avenue to end then they can disperse.

Jake Morassut, Director, Community Services will be preparing a report to council with road closures required for event.

No BIA car show uptown this year.

12.7 Essex BIA Event

Councillor Garon, Chair, proposed a Wine Mixer Event for Thursday night.

Councillor Verbeek, Katie McGuire-Blais, Janice Aloisio and Councillor Garon, Chair, to spearhead sub-committee.

Event proposal entails about 7 wineries and 7 retail vendor tables set up for evening.

Best if advance tickets are sold so wineries would know amount to supply.

Sipping stand-up tables in centre, back-ground musical entertainment.

Wine sipping with glasses and bottles available for purchase.

Potential martini bar set up.

Covered stand-up tables in centre.

Winery and vendor tables to be covered.

Sponsorship level approximately \$1,500. Katie McGuire-Blais to secure BIA as lead sponsor for event.

Current tokens could potentially work for event.

Need to price plastic wine tumblers as gift (part of ticket price).

12.8 Admission Fees, Park Hours and Credentials

Jake Morassut, Director, Community Services to assess the touch-less point-of-sale system for use at front and back admission along with the beer tent admission.

Re-evaluate and discuss senior's discount pricing or seniors' day at a future meeting.

Prices for admission fees will remain the same as 2019.

12.9 Beer Tent

New name Fun Fest Beer Tent, drop Bavarian Gardens.

Paul Fairley in charge of beer tent.

Councillor Garon, Chair, and Jake Morassut, Director, Community Services to meet with Molson in the next two weeks as contract has lapsed.

12.9.1 Hours of Operation

- To be established by Paul Fairley

12.9.2 Rentals and Operation

- Arrangements by Paul Fairley

12.9.3 Reefer (Beer Truck)

- Potentially look to other options

12.9.4 Admission

- Admission pricing to be established at next meeting.

12.9.5 Non-Profit Organization

- No Update.

12.9.6 Security and Crowd Control

- Same company as 2019
- 12.9.7 Product and Pricing
 - For discussion between Chair, Councillor Garon and Paul Fairley
- 12.9.8 Serving Staff
 - Paul Fairley overseeing
- 12.9.9 Financial Splits
 - Similar to 2019 structure.
- 12.9.10 Permit and Insurance
 - Vendors will have to secure their own insurance as no longer available through the town.
- 12.9.11 Entertainment
 - Chair, Councillor Garon advised that the Friday and Saturday night headliners are booked.

12.10 Third-Party Events

- 12.10.1 Horseshoes Tournament
 - Councillor Garon, Chair, to talk to Legion.
- 12.10.2 Essex Legion Pickerel Dinner
 - Letter will be sent by Jake Morassut, Director, Community Services to the Legion.
- 12.10.3 Essex Fun Fest Slo-Pitch Tournament
 - Councillor Garon, Chair, advised that discussions continue with Leanne Shepley for either that weekend or off set with another date.
- 12.10.4 Essex Fun Fest Flower Show
 - Undetermined.
- 12.10.5 Pancake Breakfast
 - Undetermined.
- 12.10.6 Essex Train Station Events
 - Undetermined – Councillor Garon, Chair, will follow-up.
- 12.10.7 Interdenominational Church Service
 - Follow up required.

- Potential with church that did Harrow services at soccer complex.

12.10.8 Walk, Bike, Run-a-thon

- Richard Tapping to follow-up with Onyx Fitness.

12.10.9 Essex Fun Fest Downtown Sidewalk Sales

- To be determined pending streetscape project.

12.10.10 Essex Fun Fest Giant Yard Sale

- Off site.

12.10.11 Permit and Insurance

- Undetermined.

12.10.12 Charity Dunk Tank

- Chair, Councillor Garon advised that Mike Janisse spoke with the Harrow Legion and obtained a rental price and was also advised that they are looking to sell it, if interested. The price to purchase outright is \$600. and the rental rate is \$150 per day.
- Discussion on potentially purchasing it from Legion however, storage of the same may be issue.
- Jake Morassut, Director, Community Services will look into town liability and insurance issues if any and report back.

12.11 Main Stage

12.11.1 Stage Rental

- Chair, Councillor Garon advised that the main stage has been rented.

12.11.2 Production

- Chair, Councillor Garon advised that a contract is in place.

12.11.3 Entertainment

- Chair, Councillor Garon advised that Van Halen tribute is booked.
- Potential partnership for country night.

12.11.4 Security and Crowd Control

- Chair, Councillor Garon advised that on-going discussions are being had with Paul Fairley to determine a potential shared services for security.

12.11.5 Admission

- Brief discussion by committee on the potential of an increase to admission fee but consensus is to leave it for another year at the rate that it is at.

12.11.6 Hours of Operation

- Amending the Vendor Application form to have start time on Saturday inline with the parade end time. Amendment from noon to 11am.

12.11.7 Power

- Follow-up assessment with contractor in coming weeks with Jake Morassut, Director, Community Services and Chair, Councillor Garon

12.11.8 Other Rentals and Operation

- No update.

12.12 Other Entertainment, Attractions and Thrills

12.12.1 Wrestling

- Chair, Councillor Garon advised that he has been in touch with the group and it is a go.

12.12.2 Horse Show, Dog Show, Animal or Reptile Show

- Chair, Councillor Garon advised that looking into the horse show, the cost associated with it has increased substantially and requires further investigation.
- Katie McGuire-Blais will investigate Woofa-Roo and report back at a future meeting.

12.12.3 Pony Rides

- Follow-up required

12.12.4 Watermelon Eating Contest

- Sponsorship by Foodland has been secured.
- Councillor Verbeek to follow-up on event details.

12.12.5 Bingo

- Ron McDermott to inquire of Essex Retirees as to whether they would like to host or lend out their equipment to potentially include this in activities for the seniors.

12.12.6 Youth Talent Showcase

- More times on main stage.
- Application from website for submissions limited.

- Prices have increased substantially.
- Chair, Councillor Garon advised that several entries have been received.

12.12.7 Comedy Shows

- Follow up required.

12.12.8 Animal Shows

- Follow-up required.

12.12.9 Children Shows

- Need to find out if programming staff will be hosting. Jake Morassut, Director, Community Services will follow-up and report back to the committee.
- Potentially have 'costumed' feature guests like batman, Cinderella etcetera roaming the grounds.

12.12.10 Car Shows (Exotic, Classic, etc.)

- Conceptual idea to have area around centre parking island with displays of bikes one day, classic or exotic cars another day.
- Discussion at future meeting.

12.12.11 Bike Shows (Motorcycle)

- Discussion at future meeting.

12.12.12 Kids Zone

- Previously run by Town's Programming Staff – Jake Morassut, Director, Community Services to follow-up.

12.12.13 Amusement Rides and Midway (World's Finest Shows)

- Hours and ride pricing to be determined.
- Contract is in place.
- Discussion with contractor needs to be had through Chair, Councillor Garon pertaining to advance sale of tickets.

12.12.14 Craz-E-Crew

- Have been contacted and price established through the Chair, Councillor Garon.
- Potentially put wrestling in this slot as an alternative.

12.12.15 Car Smash

- Proposal by Onyx Fitness to sponsor a car smash.
- Jake Morassut, Director, Community Services will investigate liability and insurance issues, if any.

12.12.16 Fireworks

- Sponsorship secured.
- Contract in place.
- Jake Morassut, Director, Community Services to follow-up with contractor on the 'grand finale'

13. **New Business**

13.1 - none

14. **Future Meetings**

May 19, 2022, at 5:30 PM in the Barnett Room of the Essex Centre Sports Complex.

15. **Adjournment**

EFFC22-04-010

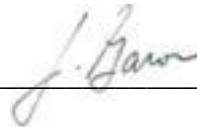
Moved by Councillor Verbeek

Seconded by Katie McGuire-Blais

That the Essex Fun Festival Committee Meeting of April 21, 2022, adjourn at 7:31 PM.

Carried

Chair



Recording Secretary

