



The Corporation of the Town of Essex
Santa's Village Committee Meeting Minutes

January 25, 2024, 6:00 pm
Location: Essex Municipal Building, 33 Talbot Street South

Present: Cate Back, Member
Derek Knapp, Member
Leighanne Nichol, Member
Richard Tapping, Vice Chair
Katie McGuire-Blais, Chair

Absent: Carolyn Garon, Member
Cori McLean, Member
Tiffany Desjardins, Member

Also Present: Jake Morassut, Director, Community Services
Katie Maidment, Recording Secretary
Vince Murphy, Assistant Manager, Parks and Facilities

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.

1. Call to Order

Councillor McGuire-Blais, Chair, called the meeting to order at 6:05pm

2. Land Acknowledgement

We acknowledge that this land is the traditional territory of the Three Fires Confederacy of First Nations (comprised of the Ojibway, the Odawa, and the Potawatomi Peoples), and of the Huron-Wendat Peoples. We value the significant historical and contemporary contributions of local and regional First Nations and all of the Original Peoples of Turtle Island who have been living and working on the land from time immemorial.

3. Declarations of Conflict of Interest

There were no declarations of conflict of interest.

4. Adoption of Published Agenda

4.1 Santa's Village Committee Agenda for January 25, 2024

SV24-01-001

Moved By Richard Tapping, Vice Chair

Seconded By Leighanne Nichol, Member

That the published agenda for the January 25, 2024 Santa's Village Committee Meeting be adopted as presented.

Carried

5. Adoption of Minutes

5.1 Santa's Village Committee Minutes for November 22,2023

SV24-01-002

Moved By Derek Knapp, Member

Seconded By Cate Back, Member

That the minutes of the Santa's Village Committee meeting held November 22,2023 be adopted as circulated.

Carried

6. Operations and Management

SV24-01-003

Moved By Leighanne Nichol, Member

Seconded By Derek Knapp, Member

That the report entitled Operations and Management, be received.

Carried

6.1 Overall Site Plan - Review

Majority of site plan was set up day of; Future events: power needs to be prepared the Thursday or Friday before.

Suggestions:

- Move stage by Chochi's - parallel to the Street
- Move information booth closer to the front
- No vendors near main entrance
- L Shape layout rather than straight back

6.2 Perimeter Fencing

Fencing worked great, amount that was used was sufficient.

Leave a section of fence unclipped so it can be open and closed for vendors at the end of the event.

Potentially use fencing as barricades for road closure - Will discuss at future meeting.

6.3 Large Tent/Tents

Looking into a larger tent. Possibly second tent for kid's activities.

No kid's activities under main tent

Ensure that sides can be pinned down in our contract.

Need more lighting

6.4 Signage

Signage was perfect; no complaints.

6.5 Power and Lighting

Power Generator worked great.

Ensure vendor's bring adequate power and light for their booth.

Possibly second generator on opposite side of the event.

Have all extension cords set up before event.

6.6 Hours of Operation

Hours were good.

6.7 Setup and Take Down

Set up was good; more should be done on the Friday. Possibly have security overnight.

More organization needed for kids activities.

Take down was challenging, items were put everywhere.

Power needs to be disconnected before the end of the event to ensure all cords are returned.

Detailed lists need to be created for exactly what needs to be done at each station.

Vendors are required to remain present for the entire duration of the event, and this stipulation must be enforced through the contract terms.

6.8 Radio Communications with Organizers

Radios worked well. Need more for future event.

Information booth needs to have access to a radio.

6.9 Volunteer Management

Volunteer process worked well. Different colour hats for volunteers and committee members was helpful.

Check in and check out process was great.

6.10 Medical First Aid

Went good - Needed more lighting.

6.11 Jobin Rock Farm Food Court

Need to re-arrange area. Make it bigger.

5 Firepits max - All were well used. No marshmallows.

6.12 Washrooms

Number of washrooms was sufficient. Needed more lighting.

6.13 Entrance/Exits

Main entrance worked great.

6.14 Information Booth

Information booth was well used. Relocate for 2024 event. Booth also needs radio access.

6.15 Village Music and Speaker System

No issues. Discussion of repositioning stage.

6.16 Pavilion

Black tarps worked well. Heat is needed under pavilion.

7. Marketing, Social Media and Advertising

No money was spent on advertising. Very active on social media. Very happy with results.

Discussion of having a student do some content creation.

SV24-01-004

Moved By Cate Back, Member

Seconded By Derek Knapp, Member

That the updates included in Agenda Item 7. Marketing, Social Media and Advertising be received.

Carried

8. Sponsorships

Sponsorship worked very well. No issues.

SV24-01-005

Moved By Leighanne Nichol, Member

Seconded By Cate Back, Member

That the updates included in Agenda Item 8. Sponsorships be received.

Carried

9. Volunteers

Great job on volunteers.

Had a lot of volunteers for set up and not enough for take down.

Have a bin system set up for each activity with instructions.

SV24-01-006

Moved By Derek Knapp, Member

Seconded By Richard Tapping, Vice Chair

That the updates included in Agenda Item 9. Volunteers be received.

Carried

10. Vendors

Suggestions - Only have one vendor entrance with sign in sheet.

Going to rework the contract and sign up similar to Fun Fest.

Map worked great - Change colours based on food, activity and vendors.

Verbiage needs to be added for refund process.

SV24-01-006

Moved By Cate Back, Member

Seconded By Derek Knapp, Member

That the updates included in Agenda Item 10. Vendors be received.

Carried

10.1 Food and Beverage Vendors

Work with local restaurants and have them more involved.

10.2 Non-Food/Craft Vendors

All worked well

10.3 Christmas Tree Sales

No complaints, want to return for 2024 event.

11. Events

SV24-01-007

Moved By Cate Back, Member

Seconded By Richard Tapping, Vice Chair

That the updates included in Agenda Item 11. Events be received.

Carried

11.1 Story Time with Friends

Really engaging, great feedback.

11.2 Fantastic Fathers

Low interest for the event.

11.3 Santa's Workshop

Everything worked well for this event.

11.4 Ornament Making

Both ornaments worked well. Minor issue with organization.

11.5 Reindeer Food Making

We will not organize this event for 2024 date

11.6 Petting Zoo

Very successful. Possibility of moving this event to help with the line.

11.7 Cookie Decorating

Huge success; (3) cookies left at the end of the night.

Request no white icing for 2024 date.

11.8 Trackless Train

Kid's were very excited. Discuss adding more carts or shortening ride to maximize the experience for more people.

11.9 Horse Carriage Rides

Discussed having a second carriage.

11.10 Parade

No complaints; very successful.

11.11 Photo Booth

Photo Booth did not happen - Will try again for 2024.

11.12 Santa Letter's

Eliminate multiple locations.

Have a drop off bin by Santa's workshop.

11.13 Essex Legion

Essex Legion would like to be more involved next year - possibly doing something on the sidewalk.

11.14 Quiet Hour

Event had low attendance.

11.15 Guardians of the Children

Very well received; would like to come back for 2024.

11.16 Decorating

Went well; Area looked great.

12. Entertainment

All entertainment was awesome; a lot of positive feedback.

SV24-01-008

Moved By Derek Knapp, Member

Seconded By Leighanne Nichol, Member

That the updates included in Agenda Item 12. Entertainment be received.

Carried

13. Financials

Still awaiting on some receipts. Everything looks good for 2024.

Hoping to have a credit card set up for future event.

SV24-01-009

Moved By Leighanne Nichol, Member

Seconded By Cate Back, Member

That the updates included in Agenda Item 13. Financials be received.

Carried

14. Adjournment

SV24-01-010

Moved By Derek Knapp, Member

Seconded By Richard Tapping, Vice Chair

That the meeting be adjourned at 8:46pm.

15. Future Meetings

Future meeting will be determined, looking at end of July early August.

Chair

Recording Secretary