



The Corporation of the Town of Essex
Essex Festival Committee Meeting Minutes

March 7, 2024, 6:00 pm
Barnett Room, 60 Fairview Ave W, Essex, ON N8M 1B6

Present: Member - Desjardins, Tiffany
 Member - Verbeek, Kim
 Member - Knapp, Derek
 Member - Atkinson, Nicole
 Vice Chair - Tapping, Richard
 Councillor - Garon, Joe, Ward 1

Absent: Member – Hellinga, Chris
 Member - Nichol, Leighanne
 Member - LeClaire, Raymond
 Member - McLean, Cori
 Member - McGuire-Blais, Katie

Also Present Jake Morassut, Director, Community Services
 Janice Aloisio

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

The meeting was called to order by the Chair, Joe Garon at 6:04 p.m.

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

No conflicts of interest brought forward.

4. Adoption of Published Agenda

4.1 Essex Festival Committee Meeting Agenda for March 7, 2024.

FC24-03-09

Moved By Richard Tapping, Vice-Chair

Seconded By Nicole Atkinson

That the published agenda for the March 7, 2024, Essex Festival Committee Meeting be adopted as amended with the new additions of:

- Axe Throwing
- 3rd party request from Lauryn Smith to host a 5K walk/run on Sunday of the festival at Sadler's Pond
- Float Decorations
- Whacky Olympics
- Nascar Bob

Carried

5. Adoption of Minutes

5.1 Essex Festival Committee Minutes for February 1, 2024

FC24-03-10

Moved By Kim Verbeek

Seconded By Tiffany Desjardins

That the minutes of the Essex Festival Committee meeting held February 1, 2024 be adopted as circulated.

Carried

6. Financials

- Jake Morassut, Director, Community Services, provided a verbal update on the invoices paid to date.

7. FEO Conference Update

- Nicole Atkinson, Committee Member provided the members with a detailed review of the Festival Events Ontario Conference she attended on behalf of the committee in Niagara Falls from February 26th to February 29, 2024 and further announced that the Essex Fun Fest received a Top 100 Festival award which Jake Morassut, Director, Community Services circulated to the membership.

8. Unfinished Business

FC24-03-011

Moved By Derek Knapp

Seconded By Nicole Atkinson

That the verbal updates listed in Agenda Item 8 be received.

Carried

8.1 Operations and Site Management

8.1.1 Festival Grounds Layout

- Joe Garon, Chair, circulated a revised layout for the event for review and discussion by the committee.

8.1.2 Set-up and Take Down

- No new update to report.

8.1.3 Perimeter Fencing

- No new update to report.

8.1.4 Signage

- Joe Garon, Chair, advised that a review of current signage in storage needs to be evaluated however we should be in great shape from last years' signs made.
- New Signage is required for:
 - No animals allowed on fair grounds
 - No backpacks or large bags allowed
 - No outside food allowed
 - No parking signs for back gates
 - Accessible Parking Lot - Diamond 2
 - Family Tent area

8.1.5 Admission Fees

- No change from previous year.

8.1.6 Park Hours

- No change from previous year.

8.1.7 Parking

- Due to the increase in accessible parking requirements needed, Diamond 2 has been identified as the location for permitted disabled parking for Sip N' Shop event only however, this also means an increase in volunteers to man the area and also for volunteer's directing traffic to filter those in need of accessible parking to that area.

8.1.8 Off-Site Parking

- No new update to report.

8.1.9 Shuttle Transportation

- In progress at this time to negotiate with company from last year as they await driver confirmations prior to providing pricing.

8.1.10 Family Tent

- The Family Tent area was identified a requiring much better signage and promotion as it remained underutilized last year.

8.2 Marketing, Social Media and Advertising

- Richard Tapping, Committee Member has started social media promotions for vendors, for the talent show and for volunteers.

8.3 Sponsorship

- Sponsorship packages were distributed to members for viewing.

- Richard Tapping, Committee Member has sent out sponsorship packages to previous donors and negotiations are moving forward with a couple already submitting monies for their support.

8.4 Volunteers

- Discussion was had on the importance and value of Volunteers and the requirement for them to be supplied with either name tags or lanyards moving forward, with new t-shirts this year, to be provided them with access to food and beverages during their shifts, to increase service club groups of volunteers that similarly to last year would provide their groups or clubs time for a donation up to \$500 payable to their group or club for a 4 hour shift in an effort to secure attendance and assumption of independent responsibility.
- Cate Beck, Sub-Committee Member will spear-head this committee moving forward.
- Richard Tapping, Vice-Chair has sent Katie McGuire Blais, Councillor and Cate Beck, Sub-Committee Member with the previous volunteer application in google doc format to edit and have ready for circulation by the next meeting.

8.5 Vendors

8.5.1 Vendor Rates

- No change from previous year as fees from last year were just approved by Council under the Community Services fee schedule.

8.5.2 Food and Beverage Vendors

- Application links have been posted and social media promotions have started with a couple vendor applications already being received to date.
- Applications for food and beverage vendors will remain open until April 14, 2024 and all accepted vendors will be notified by Joe Garon, Chair.

8.5.3 Non-Food/Craft Vendors

- Application links have been posted and social media promotions have started with a couple vendor applications already being received to date.
- Applications for Non-Food/Craft Vendors are open until the end of May and have a 72 hour approval period in which Cori McLean, Committee Member will approve or deny them, notify them of their acceptance and submit a finalized list of approved vendors to one of the town's assigned facility clerks to set up invoicing accounts and billing process.

8.6 Attractions

8.6.1 Youth Talent Show

- No new update at this time.

8.6.2 Kid Zone

- Sub-Committee has started working on events and have indicated that they would like to use the same inflatable company as contracted last year.
- Jake Morassut, Director, Community Services will ask the Town's programming staff if they are able to take a lead on some of the activities similar to last year and report back to the members.

8.6.3 Teen Zone

- Sub-Committee has commenced work on events.

8.6.4 Parade

- Discussion by the Committee was had regarding a proposal brought forward of moving the parade to Sunday morning and the car show to Saturday in an effort to increase traffic into the downtown businesses as they are not open on Sunday and would find it more advantageous to potentially increase their sales on Saturday's when they are open as there is limited public draw into stores during the parade and the potential of 'drop-ins' from car show patrons may be better.

FC24-03-012

Moved By Derek Knapp

Seconded By Nicole Atkinson

That the parade will remain on Saturday as in previous years.

8.6.5 Horse Show

- There will be no Horse Show this year.

8.6.6 Car Show

- Proposal was brought forward to move event to Sunday.
- Committee discussion was had.
- Joe Garon, Chair and Richard Tapping, Committee Member will met over the weekend to review the downtown corridor/Heritage Park location and bring a proposal back to next meeting.

8.6.7 Watermelon Contest

- No new update to report.

8.6.8 Visual Display (Fireworks / Drone show)

- Fireworks Company has been contracted.

8.6.9 Bingo

- Chocolate bar bingo was very well received last year.
- Will do the same for this year.

8.6.10 Whacky Olympics

- Joe Garon, Chair, brought forward a proposal of a new event, Whacky Olympics and advised that we would have access to some games and equipment should a member on the committee wish to spearhead this event.
- Bring forward next meeting for discussion

8.6.11 Parade Float Decorating Team

- It was brought forward that a parade float decorating team needed to be established and discussions at the next meeting for a committee member to spear-head this team.

8.6.12 Thrill Zone

- Joe Garon, Chair advised that he is in negotiations with a company to provide an event for this year and will provide an update at the next meeting.

8.6.13 Midway & Amusement Rides

- Joe Garon, Chair advised the contract has been secured.
- Members asked if Joe Garon, Chair could ask them to increase their benches and umbrellas for this years event as there were not enough for the public last year.

8.7 Sip 'N Shop Wine Mixer

8.7.1 Decor/Decorations

- Need to increase the 'back-drop' decorations for this year.

8.7.2 Non-Profit Beneficiary

- Same as previous.

8.7.3 Wineries

- Wineries are being contacted.
- None secured to date.

8.7.4 Caterer/Food Vendors

- Schinkel's will be asked to do the same as last year.

8.7.5 BIA Vendors

- Invitations have been sent out to BIA members.
- Once, responses have been received and vendors established, if additional vendor spots remain open, the Harrow Chamber members may be sent invitations.

8.7.6 Hours of Operation

- Same as last year.

8.7.7 Admission Fees

- The admission fee will increase \$5.00 this year.
- See 8.7.10

8.7.8 Entertainment

- Entertainment has been secured by Joe Garon, Chair.

8.7.9 Raffle

- No new update.

8.7.10 Ticket Pricing

- The price of tickets will go from \$30.00 to \$35.00 this year, \$40.00 at the gate.

8.7.11 Parking

- No new update at this time.

8.7.12 Layout

- No new update at this time.

8.8 Beer Tent

8.8.1 Hours of Operation

- No new update at this time.

8.8.2 Admission

- No new update at this time.

8.8.3 Product and Pricing

- Working with Bar Management Company to see if tall boys can be offered this year at a higher price which may increase sales and commissions.

8.8.4 Bar Management

- Same as previous year has been secured and negotiations and details are being worked out.

8.8.5 Security and Crowd Control

- No new update at this time.

8.8.6 Entertainment

- One headliner has been secured for main stage and Joe Garon, Chair, is working on a country headliner at this time.

8.8.7 Parking

- No new update at this time.

8.8.8 Power

- No new update at this time.

8.8.9 Layout

- No new update at this time.

8.9 Main Stage

8.9.1 Entertainment

- One headliner has been secured and Joe Garon, Chair, is working on a country headliner at this time.

8.9.2 Stage Rental

- Same as last year.

8.9.3 Production

- Same as last year.

8.9.4 Bar Management

- Same as last year.

8.9.5 Security and Crowd Control

- No new update at this time.

8.9.6 Parking

- No new update at this time.

8.9.7 Power

- No new update at this time.

8.9.8 Other Rentals and Operation

- No new update at this time.

8.9.9 Layout

- No new update at this time.

8.10 Secondary Stage

8.10.1 Location

- No new update at this time.

8.10.2 Entertainment

- Work in progress.

8.10.3 Stage Rental

- No new update at this time.

8.10.4 Production

- No new update at this time.

8.10.5 Power

- No new update at this time.

8.10.6 Other Rentals and Operation

- No new update at this time.

9. New Business

- i. Nascar Bob - discussion, committee decision to not have this event return. Joe Garon, Chair, has been in contact with him and will relay the committee decision.

- ii. Axe Throwing - discussion was had by committee. Joe Garon, Chair will follow-up with vendor company and provide up-date to committee at next meeting.
- iii. 3rd Party partnership with request from Lauryn Smith to conduct a 5K run/walk with proceeds to the local food bank to be held at Sadler's Pond on Sunday discussed and Jake Morassut, Director, Community Services will advise to the organizer that this is a great fit.

10. Adjournment

FC24-03-013

Moved By Derek Knapp

Seconded By Richard Tapping, Vice-Chair

That the meeting be adjourned at 8:30 pm.

Carried

11. Future Meetings

The next meeting will be held on Thursday, April 11, 2024 at 6:00pm in the Barnett meeting room of the Essex Centre Sports Complex.

Chair

Recording Secretary