



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

April 11, 2024, 6:00 pm
60 Fairview Ave W, Essex, ON N8M 1B6

Present: Member - Hellinga, Chris
Member - Knapp, Derek
Member - McGuire-Blais, Katie
Member - Verbeek, Kim
Member - Nichol, Leighanne
Member - Atkinson, Nicole
Member - Back, Cate
Vice Chair - Tapping, Richard
Member - Desjardins, Tiffany
Councillor - Garon, Joe, Ward 1

Also Present: Jake Morassut, Director, Community Services

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

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 came forward.

4. Adoption of Published Agenda

4.1 Essex Festival Committee Meeting Agenda for April 11, 2024

FC24-04-014

Moved By Nicole Atkinson

Seconded By Derek Knapp

That the published agenda for the April 11, 2024 Essex Festival Committee Meeting be adopted as presented.

Carried

5. Adoption of Minutes

5.1 Essex Festival Committee Minutes for March 7, 2024

FC24-04-015

Moved By Kim Verbeek

Seconded By Leighanne Nichol

That the minutes of the Essex Festival Committee meeting held March 7, 2024 be adopted as circulated.

Carried

6. Financials

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

7. Unfinished Business

FC24-04-016

Moved By Cate Back

Seconded By Derek Knapp

That the verbal updates listed in Agenda Item 7 be received.

Carried

7.1 Operations and Site Management

7.1.1 Festival Grounds Layout

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

7.1.2 Set-up and Take Down

- No new update to report.

7.1.3 Perimeter Fencing

- Arrangements have been secured for perimeter fencing for the event.

7.1.4 Signage

- No new update to report.

7.1.5 Admission Fees

- No new update to report.

7.1.6 Park Hours

- No new update to report.

7.1.7 Parking

- No new update to report.

7.1.8 Off-Site Parking

- No new update to report.

7.1.9 Shuttle Transportation

- Katie McGuire-Blais, Committee Member advised that the route utilized last year went well and may require amendment dependent on Town construction in the area at that time and will be determined closer to the event.
- Katie McGuire-Blais, Committee Member further advised that the company she has been working with doesn't have available drivers at this time and asked her to check back closer to the date.
- Committee discussion had to offer each driver a tip of \$100.00 each day/each driver was agreed upon if that will better secure the transportation.
- Joe Garon, Committee Chair will be contacting the local sign company to get some large signage to better identify route pick-up/drop-off designated locations.

7.1.10 Family Tent

- Require extra portable fan to circulate air when people are inside.
- 10' x10' tent with walls for privacy is required.
- Sponsorship secured for this area.

7.2 Marketing, Social Media and Advertising

- Releases of social media announcements will be forthcoming in the coming weeks.
- Committee Members, Cate Back and Tiffany Dejardins will be creating various tik tok's up to and including during the event.

7.3 Sponsorship

- Sponsorships are moving forward with a couple new areas opening up for funding.

7.4 Volunteers

- Cate Back, Committee Member provided an over-view of the process they will be coordinating this year.

7.5 Vendors

7.5.1 Vendor Rates

- No new updates to report.

7.5.2 Food and Beverage Vendors

- A list of all Food and Beverage Vendors were circulated and Joe Garon, Chair advised he will review the final submissions and forward in a list of vendors who have been accepted this year and email those who didn't early next week as the final date of submissions close on Sunday, April 14.

7.5.3 Non-Food/Craft Vendors

- The list of submitted non-food vendors were circulated to the committee.
- Final due date of submissions is May 31 or until all available spots are filled.
- Joe Garon, Chair, and Katie McGuire-Blais will be reviewing applications in the coming weeks and notifying those not accepted.

7.6 Attractions

7.6.1 Youth Talent Show

- Several applications have been submitted with a couple spots remaining open.

7.6.2 Kid Zone

- Jake Morassut, Director, Community Services will liaison with the town's programming staff to assess level of support they will be providing to this event.
- Confirmation that we will have a colouring wall again.

7.6.3 Teen Zone

- Same inflatables as last year will be secured.
- Sub-committee are working on the events and will review supplies left-over from previous year's event.
- This will now be called the 'Chill Out Zone' instead of teen zone.

7.6.4 Parade

- Theme for this year's parade is "Harmony in Colour"
- Joe Garon, Chair will forward committee member, Richard Tapping with the registration form for updating and posting.
- Start time 10:30 on Saturday.
- Line-up on Medora and Harvey Streets.
- Approximately 5 volunteers required.

7.6.5 Parade Float Decoration Team

- No new updates to report.

7.6.6 Car Show

- Jake Morassut, Director, Community Services, advised he will be doing a report to council for the road closure on the Friday night as well as the closure of the road on Saturday for the parade.
- Chris Hellinga, Committee Member advised he is working with a local car group to facilitate entries for the car show.

- There will be a pre-registration form created for car owners to sign up for the event.

FC24-04-017

Moved By Chris Hellinga

Seconded By Kim Verbeek

That motion FC24-03-012 be rescinded and the new motion will read the committee will move the parade to the Friday night event listing in the downtown Essex corridor.

Carried

7.6.7 Watermelon Contest

- No new updates to report.

7.6.8 Visual Display (Fireworks / Drone show)

- No new updates to report.

7.6.9 Bingo

- No new updates to report.

7.6.10 Horse Show

- Due to the horse show getting rained out last year, they have been secured for a Saturday show this year.

7.6.11 Wacky Olympics

- No new updates to report.

7.6.12 Thrill Zone

- No new updates to report.

7.6.13 Midway & Amusement Rides

- No new updates to report.

7.7 Sip 'N Shop Wine Mixer

7.7.1 Decor/Decorations/Back-drop

- Sub-committee looking for wine barrels, at least 5 for the event.

7.7.2 Non-Profit Beneficiary

- Same as previous year.

7.7.3 Wineries

- Three wineries have been secured.
- Hoping on securing 6 wineries in total.

7.7.4 Caterer/Food Vendors

- No new updates to report.

7.7.5 BIA Vendors

- Katie McGuire-Blais, Committee Member advised that she is working with the BIA for vendors for the event.

7.7.6 Hours of Operation

- No new updates to report.

7.7.7 Admission Fees

- No new updates to report.

7.7.8 Entertainment

- Joe Garon, Chair, advised he has secured the entertainment for this year's event.

7.7.9 Raffle

- The grand-prize winner of last year's event who didn't get their prize will be provided with a certificate for Longivito in Harrow and an additional prize package will be the prize for this year's raffle.

7.7.10 Ticket Pricing

- No new updates to report.

7.7.11 Parking

- No new updates to report.

7.7.12 Layout

- No new updates to report.

7.8 Beer Tent

7.8.1 Hours of Operation

- No new updates to report.

7.8.2 Admission

- No new updates to report.

7.8.3 Product and Pricing

- No new updates to report.

7.8.4 Bar Management

- No new updates to report.

7.8.5 Security and Crowd Control

- Joe Garon, Committee Chair advised that they need to find a solution to better protection of stage area at this years event.

7.8.6 Entertainment

- No new updates to report.

7.8.7 Parking

- No new updates to report.

7.8.8 Power

- No new updates to report.

7.8.9 Layout

- No new updates to report.

7.9 Main Stage

7.9.1 Entertainment

- Joe Garon, Committee Chair advised that he has booked the main stage country act as well as the second stage act.

7.9.2 Stage Rental

- No new updates to report.

7.9.3 Production

- No new updates to report.

7.9.4 Bar Management

- No new updates to report.

7.9.5 Security and Crowd Control

- No new updates to report.

7.9.6 Parking

- No new updates to report.

7.9.7 Power

- No new updates to report.

7.9.8 Other Rentals and Operation

- No new updates to report.

7.9.9 Layout

- No new updates to report.

7.10 Secondary Stage

7.10.1 Location

- No new updates to report.

7.10.2 Entertainment

- No new updates to report.

7.10.3 Stage Rental

- No new updates to report.

7.10.4 Production

- No new updates to report.

7.10.5 Power

- No new updates to report.

7.10.6 Other Rentals and Operation

- No new updates to report.

8. Adjournment

FC24-04-018

Moved By Kim Verbeek

Seconded By Richard Tapping, Vice-Chair

That the meeting be adjourned at 8:30 pm.

Carried

9. Future Meetings

The next meeting is to be held on Thursday, May 9, 2024, at 6:00 p.m. in the Barnett Room of the Essex Centre Sports Complex.

Chair

Recording Secretary