



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

June 6, 2024, 6:00 pm
Shaheen Room, Essex Centre Sports Complex, 60 Fairview Avenue West

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

Absent: Member - Desjardins, Tiffany

Also Present: Jake Morassut, Director, Community Services
Everett Vanlare, Recording Secretary

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

4. Adoption of Published Agenda

4.1 Essex Festival Committee Meeting Agenda for June 6, 2024

FC24-06-26

Moved By Leighanne Nichol

Seconded By Katie McGuire-Blais

That the published agenda for the June 6, 2024 Essex Festival Committee Meeting be adopted as presented.

Carried

5. Adoption of Minutes

5.1 Essex Festival Committee Minutes for May 9, 2024

FC24-06-27

Moved By Richard Tapping, Vice-Chair

Seconded By Kim Verbeek

That the minutes of the Essex Festival Committee meeting held May 9, 2024 be adopted as circulated.

Carried

6. Financials

- Jake Morassut, Director, Community Services, gave a verbal financial report to the Committee.

7. Unfinished Business

7.1 Operations and Site Management

7.1.1 Festival Grounds Layout

- No new updates to report.

7.1.2 Set-up and Take Down

- No new updates to report.

7.1.3 Perimeter Fencing

- Joe Garon, Chair, and Jake Morassut, Director, Community Services, discussed the need for fencing along the different Fun Fest sites and the availability of volunteers to help control traffic.

7.1.4 Signage

- Joe Garon, Chair provided the Committee an update on frames that were bought for signage that will be used to identify the different tents

7.1.5 Admission Fees

- No new updates to report.

7.1.6 Park Hours

- No new updates to report.

7.1.7 Parking

- Derek Knapp, Member and Katie McGuire-Blais, Member told the committee what is expected of parking staff and what they will require when they are performing their duties.

7.1.8 Off-Site Parking

- Katie McGuire-Blais gave an update on parking lots that will be available throughout town through local businesses.

7.1.9 Shuttle Transportation

- Katie McGuire-Blais, Member, told the Committee that the shuttle service provider has confirmed their availability and that different parking lots throughout Essex will be available.

7.1.10 Family Tent

- No new updates to report.

7.1.11 Bike Valet

- Nicole Atkinson, Member, confirmed to the Committee that the bike valet will be available for the entire weekend of the festival.

7.1.12 Gate Staff

- Joe Garon, Chair, discussed with the Committee about different groups that can possibly help run the gate as volunteers.

7.2 Marketing, Social Media and Advertising

- Richard Tapping, Vice Chair, gave a verbal update to the Committee about social media campaigns taking place to increase awareness of the festival.

7.2.1 InstaTakeover

- Joe Garon, Chair, told the Committee about Instatakeover and the photographer that is needed.

7.3 Sponsorship

- Joe Garon, Chair, discussed efforts to gain more sponsorships with the Committee.

7.4 Volunteers

- Cate Back, member and Katie McGuire-Blais discussed volunteer numbers and what is required as well as shirts that volunteer will have to help make them easy to identify.

7.5 Vendors

- Joe Garon, Chair, asked the Committee what they thought of providing the vendors with a survey during the festival for feedback to improve the festival in coming years.

7.5.1 Vendor Rates

- No new updates to report.

7.5.2 Food and Beverage Vendors

- Joe Garon, Chair, gave a verbal update to the Committee regarding payment and insurance of the accepted food vendors.

7.5.3 Non-Food/Craft Vendors

- Katie McGuire-Blais, Member, gave a verbal update to the Committee regarding payment and insurance status of accepted non-food/craft vendors.

7.6 Attractions

7.6.1 Youth Talent Show

- Joe Garon, Chair, gave an update about the number of entries to the youth talent show.

7.6.2 Kid Zone

- Joe Garon, Chair, and Jake Morassut, Director, Community Services, discussed staffing needs and the signage that is required for the kid zone.

7.6.3 Chill Zone

- Nicole Atkinson, Member, updated the Committee on supplies that have been bought to provide games and places to sit as well as the activities that are to take place.

7.6.4 Parade

- Richard Tapping, Vice Chair, gave an updated on the amount of entries into the parade.

7.6.5 Car Show

- Chris Hellinga, Member, and Katie McGuire-Blais, Member, gave an update on the amount of entries into the car show as well as different forms of advertising that can be used.

7.6.6 Watermelon Contest

- Joe Garon, Chair, confirmed to the Committee that the contest is happening.

7.6.7 Visual Display (Fireworks / Drone show)

- No new updates to report.

7.6.8 Bingo

- Nicole Atkinson, Member, updated the Committee on the time it is taking place and volunteers that are needed.

7.6.9 Incirque

- Joe Garon, Chair, confirmed the Incirque performer will be coming to the festival.

7.6.10 Wrestling

- Joe Garon, Chair, confirmed that wrestling will be at the festival.

7.6.11 Thrill Zone

- Joe Garon, Chair, gave an update that the thrill zone is confirmed.

7.6.12 Midway & Amusement Rides

- Joe Garon, Chair, gave an update to the Committee on pricing.

7.6.13 Dog Show

- Joe Garon, Chair, confirmed this event to the Committee.

7.6.14 Horse Show

- Joe Garon, Chair, confirmed this event to the Committee.

7.6.15 Clash of the Voices

- Joe Garon, Chair, confirmed this event to the Committee.

7.7 Sip 'N Shop Wine Mixer

- Joe Garon, Chair, updated the Committee on online ticket sales and the distribution of hard copy tickets.

7.7.1 Decor/Decorations

- Joe Garon, Chair, told the Committee about different ideas for decor at the Sip 'N Shop event.

7.7.2 Non-Profit Beneficiary

- No new updates to report.

7.7.3 Wineries

- Joe Garon, Chair, brought up the applications from wineries to exclusively sell wine during the weekend.

7.7.4 Caterer/Food Vendors

- Joe Garon, Chair, brought up and discussed a possible discount voucher that can be given to Sip 'N Shop patrons to encourage food vendor sales.

7.7.5 BIA Vendors

- No new updates to report.

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

- No new updates to report.

7.7.9 Raffle

- No new updates to report.

7.7.10 Ticket Pricing

- No new updates to report.

7.7.11 Parking

- Joe Garon, Chair, asked for volunteers to be available for accessibility parking Thursday night.

7.7.12 Layout

- Joe Garon, Chair, discussed blacking out the fence around the tent area to provide privacy.

7.8 Beer Tent

- Joe Garon, Chair, brought up the Tony's Joint sponsorship and the banners needed.

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

- Joe Garon, Chair, provided the Committee with an update on products and different items that will be sold.

7.8.4 Bar Management

- No new updates to report.

7.8.5 Security and Crowd Control

- Joe Garon, Chair, discussed the new security company that was hired and capabilities and responsibility of the security

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

- Jake Morassut, Director, Community Services, asked how to best accommodate the online sales of beer tent admissions and the addition of separate lines.

7.9 Main Stage

- Joe Garon, Chair and Richard Tapping, Vice Chair, discussed staffing needs to help run the main stage.

7.9.1 Entertainment

- No new updates to report.

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

- Joe Garon, Chair, spoke to the Committee about signage needs and where signage will be located.

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

- Joe Garon, Chair, and Leighanne Nichol, Member, spoke about different ways to supply the secondary stage with power.

7.10.6 Other Rentals and Operation

- No new updates to report.

8. Third Party Events

- No new updates to report.

9. New Business

- No new updates to report.

10. Adjournment

FC24-06-28

Moved By Richard Tapping, Vice-Chair

Seconded By Nicole Atkinson

That the meeting be adjourned at 7:50pm.

Carried

11. Future Meetings

The next meeting is to be held Thursday June 27th, 2024, at 6pm, in the Barnett Room of the Essex Sports Complex

Chair

Recording Secretary