



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

September 10, 2024, 6:00 pm
60 Fairview Ave W, Essex, ON N8M 1B6

Present: Carolyn Garon, Member
Cate Back, Member
Cori McLean, Member
Derek Knapp, Member
Leighanne Nichol, Member
Richard Tapping
Tiffany Desjardins, Member
Katie McGuire-Blais, Ward 1 Councillor

Also Present: 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

Meeting was called to order at 6:04pm.

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 declarations of Conflict of Interest.

4. Adoption of Published Agenda

4.1 Santa's Village Committee Agenda for September 10, 2024

SV24-09-001

Moved By Derek Knapp, Member
Seconded By Richard Tapping

That the published agenda for the September 10, 2024 Santa's Village Committee Meeting be adopted as presented.

Carried

5. **Adoption of Minutes**

5.1 **Santa's Village Committee Minutes for August 7, 2024**

SV24-09-002

Moved By Tiffany Desjardins, Member

Seconded By Richard Tapping

That the minutes of the Santa's Village Committee meeting held August 7, 2024 be adopted as circulated.

Carried

6. **Operations and Management**

SV24-09-003

Moved By Leighanne Nichol, Member

Seconded By Cate Back, Member

That the updates included in Agenda Item 6. Operations and Management be received.

Carried

6.1 **Committee Organization**

The committee organization chart has changed slightly. It will continuously be updated, and members will be made aware.

6.2 **Overall Site Plan - Review**

No change.

6.3 **Perimeter Fencing**

No change.

6.4 **Large Tent/Tents**

No change.

6.5 **Signage**

More updates as the event nears.

6.6 **Power and Lighting**

Event will have 4 generators in total.

6.7 **Hours of Operation**

No change.

6.8 **Setup and Take Down**

No change.

6.9 **Radio Communications with Organizers**

12 Radio's with 4 additional batteries.

6.10 **Volunteer Management**

To be housed in the train station.

6.11 Medical First Aid

First aid location will be located near washrooms and food court.

6.12 Food Court

Same location. No fencing this year to create a more open feel.

6.13 Washrooms

SV24-009-004

Moved By Leighanne Nichol, Member

Seconded By Cori McLean, Member

Move forward with a 5-unit washroom and 2 handicap stalls.

6.14 Entrance/Exits

No change.

6.15 Information Booth

No change.

6.16 Village Music and Speaker System

Village music will be played by DJ.

6.17 Pavilion

Moving cookie decorating under pavilion.

SV24-009-005

Moved By Cate Back, Member

Seconded By Tiffany Desjardins, Member

Motion to purchase 2 stand up heaters for under pavilion.

Carried

7. Marketing, Social Media and Advertising

Advertising is ongoing. Event has been posted online and in community groups.

SV24-009-006

Moved By Leighanne Nichol, 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 spots are still available.

SV24-009-007

Moved By Tiffany Desjardins, Member

Seconded By Derek Knapp, Member

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

9. Volunteers

Google form is posted. Planning a volunteer push closer to event date.

SV-009-008

Moved By Derek Knapp, Member

Seconded By Richard Tapping

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

10. Vendors

Vendor acceptance letters all went out. Waitlist letters went out.

SV-009-009

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

10.1 Food and Beverage Vendors

10.2 Non-Food/Craft Vendors

10.3 Christmas Tree Sales

Waiting on confirmation from vendor.

11. Events

SV-009-010

Moved By Leighanne Nichol, Member

Seconded By Derek Knapp, Member

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

11.1 Story Time with Friends

Confirmed

11.2 Fantastic Fathers

Confirmed.

11.3 Santa's Workshop

Waiting on confirmation on who is decorating Santa's Village.

11.4 Ornament Making

Order being placed for ornament supplies.

11.5 Frosty's Scavenger Hunt

No change.

11.6 Pony Rides

Members still looking and different options for this event.

11.7 Cookie Decorating

Confirmed.

11.8 Trackless Train

Two train's are confirmed.

11.9 Horse Carriage Rides

Not happening for 2024 event.

11.10 Carnival Rides

Pending for event.

11.11 Santa's Village Merchandise Table/Tent

Options are still being discussed.

11.12 Parade

Confirmed

11.13 Photo Booth

Self serve photo display with Town's sleigh and reindeers.

11.14 Friday Night Event

Options are still being discussed.

11.15 Teddy Bear Drive

Event is pending.

11.16 Open Mic

Event will be held on main stage.

12. Entertainment

No change.

SV-009-011

Moved By Cate Back, Member

Secoded By Cori McLean, Member

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

Carried

13. Third Party Events

No new events to discuss at this time.

SV-009-012

Moved By Tiffany Desjardins, Member

Secoded By Cate Back, Member

That the updates included in Agenda Item 13. Third Party Events be received.

Carried

13.1 High School Event

Vendor event happening at Essex High School the same weekend as Santa's Village.

14. New Business

No new business.

SV-009-013

Moved By Derek Knapp, Member

Seconded By Cori McLean, Member

That the updates included in Agenda 14. New Business, be received.

Carried

15. Budget/Financials

Reminder to members to send in any receipts to track all expenses.

SV-009-014

Moved By Leighanne Nichol, Member

Seconded By Derek Knapp, Member

That the updates included in Agenda item 15 Budget/Financials be received.

Carried

16. Adjournment

SV-009-015

Moved By Richard Tapping

Seconded By Cate Back, Member

That the meeting be adjourned at 8:00PM

Carried

17. Future Meetings

October 2, 2024

Chair

Recording Secretary