



**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](mailto: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

Seconded 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

Seconded 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

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Chair

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Recording Secretary