



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

August 7, 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: Jake Morassut, Director, Community Services
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
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

There were no declarations of conflict of interest.

4. Adoption of Published Agenda

4.1 Santa's Village Committee Agenda for August 7, 2024

SV24-08-001

Moved By Richard Tapping

Seconded By Katie McGuire-Blais, Ward 1 Councillor

That the published agenda for the August 7, 2024 Santa's Village Committee Meeting be adopted as presented.

Carried

5. Adoption of Minutes

5.1 Santa's Village Committee Minutes for January 25, 2024

SV24-08-002

Moved By Tiffany Desjardins, Member

Seconded By Derek Knapp, Member

That the minutes of the Santa's Village Committee meeting held January 25, 2024 be adopted as circulated.

Carried

6. Election of Chair and Vice Chair

6.1 Santa's Village Committee Election of Chair

SV24-008-003

Moved By Derek Knapp, Member

Seconded By Tiffany Desjardins, Member

That Katie McGuire Blais be appointed as the Chair of the Santa's Village Committee for 2024.

Carried

6.2 Santa's Village Committee Election of Vice Chair

SV24-008-004

Moved By Cori McLean, Member

Seconded By Derek Knapp, Member

That Richard Tapping be appointed as the Vice Chair of the Santa's Village Committee for 2024.

Carried

7. Operations and Management

SV24-008-005

Moved By Derek Knapp, Member

Seconded By Tiffany Desjardins, Member

That the updates listed in Agenda Item 7. Operations and Management, be received.

Carried

7.1 Committee Organization

Organizational chart has been created to help keep a proper flow of communication.

7.2 Overall Site Plan - Review

Site plan is being adjusted to accommodate turning the stage and moving the tent back in line with the train station. Info booth is also being moved to main entrance.

7.3 Perimeter Fencing

Fence to be removed by food court.

7.4 Large Tent/Tents

Same size tent as 2023.

7.5 Signage

Members to create a map to accurately display locations where signage is needed.

7.6 Power and Lighting

Will have two generators. Also, acquiring light towers for inside the tent.

7.7 Hours of Operation

2:00PM - 9:00PM

7.8 Setup and Take Down

Vendor set up to begin at 9:00am day of event. Power can start to be installed Wednesday and tent set up Friday. Decorating can also begin Friday, weather permitting.

7.9 Radio Communications with Organizers

12 radios needed

7.10 Volunteer Management

Will stay in Train Station.

7.11 Medical First Aid

Confirmed

7.12 Food Court

Fencing will be removed. Food court is staying on the same side as last year.

7.13 Washrooms

Will discuss options at next meeting.

7.14 Entrance/Exits

No changes from last year.

7.15 Information Booth

Moving to front by main entrance.

7.16 Village Music and Speaker System

DJ will be the same as 2023 event. Time will be from 12:00pm-9:00pm. Music will be provided during vendor set up. The stage will be turned on an angle towards Blimey's to help project music down the road.

7.17 Pavillion

Members looking into heaters for under pavilion. Cookie decorating to be moved under pavilion. Black mesh from fun fest will be borrowed to help contain any weather elements.

8. Marketing, Social Media and Advertising

Social Media efforts have started and does not plan on allocating any budget for advertisement.

SV24-008-006

Moved By Cori McLean, Member

Seconded By Derek Knapp, Member

That the updates included in Agenda Item 8. Marketing, Social Media and Advertising be received.

Carried

9. Sponsorships

Sponsorships are progressing well. As we receive confirmation on the events and entertainment, we will be able to align sponsors accordingly.

SV24-008-007

Moved By Derek Knapp, Member

Seconded By Cori McLean, Member

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

SV24-008-008

Moved By Cori McLean, Member

Seconded By Tiffany Desjardins, Member

That the Motion to bill vendors for their allocated space and subsequently invoice them for corresponding space cost be received.

Carried

10. Volunteers

Volunteers will be offered a hat, hot beverage option on top of the lunch ticket that was provided during the 2023 event

SV24-008-009

Moved By Tiffany Desjardins, Member

Seconded By Richard Tapping

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

Carried

11. Vendors

Applications went out August 1,2024. Once submitted an auto email went to the registrant.

SV24-008-010

Moved By Tiffany Desjardins, Member

Seconded By Richard Tapping

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

Carried

SV24-008-011

Moved By Cori McLean, Member
Seconded By Derek Knapp, Member

That Not for profit and BIA members receive free vendor space. If the group wants a bigger space than the approved space, they will pay for an additional vendor spot at \$75 be received.

Carried

11.1 Food and Beverage Vendors

11.2 Non-Food/Craft Vendors

11.3 Christmas Tree Sales

Reaching out for confirmation for 2024 date.

12. Events

SV24-008-012

Moved By Derek Knapp, Member
Seconded By Cori McLean, Member

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

Carried

12.1 Story Time with Friends

Motion to hire evermore for \$260

SV24-008-013

Moved By Tiffany Desjardins, Member
Seconded By Cori McLean, Member

That the motion be received.

Carried

12.2 Fantastic Fathers

Discuss more at future meeting. Second tent may be needed for change room purposes.

12.3 Santa's Workshop

Looking for smaller sized Elf costumes. Colouring books/ crayons left from last year. Will re-discuss candy canes at next meeting.

12.4 Ornament Making

Will discuss at future meeting.

12.5 Reindeer Food Making

Reindeer food making will not be returning. This event will be changed to Frosty's Scavenger Hunt.

12.6 Petting Zoo

Petting zoo to be removed. Looking at pony rides. Will discuss at next meeting.

12.7 Cookie Decorating

Increase number of cookies to 900.

12.8 Christmas Craft Tent

Remove this event.

12.9 Fireworks Show

Remove this event.

12.10 Trackless Train

Deposit has been made on 2 trains.

12.11 Horse Carriage Rides

Will discuss again at next meeting.

12.12 Carnival Rides

Will discuss again at next meeting.

12.13 Santa's Village Merchandise Table/Tent

Will discuss at next meeting.

12.14 Parade

Parade is scheduled.

12.15 Photo Booth

No photo booth - Discuss option of a sponsor or volunteer.

13. Entertainment

Entertainment options are beginning to confirm.

SV24-008-014

Moved By Tiffany Desjardins, Member

Seconded By Cori McLean, Member

That the updates included in Agenda Item 13. Entertainment be received.

Carried

14. Third Party Events

Discussing multiple options for additional entertainment around the vendors and street.

- Pancake breakfast

- Teddy Bear Drive

- Kettle Bell

- High School Event

SV24-008-015

Moved By Derek Knapp, Member
Seconded By Cori McLean, Member

That the updates included in Agenda Item 14. Third Party Events be received.

Carried

SV24-008-016

Moved By Richard Tapping
Seconded By Tiffany Desjardins, Member

That the motion to offer the tent to a community event on the Friday night be received.

Carried

15. New Business

Options to include for 2024 event are as followed: Open mic caroling contest, Friday Night event in tent, Teddy Bear Drive and Frosty's Scavenger Hunt

SV24-008-017

Moved By Cori McLean, Member
Seconded By Derek Knapp, Member

That the updates included in Agenda item 15. New Business be received.

16. Budget/Finances

That the updates included in Agenda item 16. Budget/Finances be received.

17. Adjournment

Moved By Tiffany Desjardins, Member
Seconded By Richard Tapping

That the meeting be adjourned at 8:15PM

Carried

18. Future Meetings

September 10, 2024

October 2, 2024

November 6, 2024

November 26, 2024.

All meeting to take place at 6:00pm in the Barnett room.

Chair

Recording Secretary