



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

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

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

Absent: Carolyn Garon, Member

Also Present: Vince Murphy, Assistant Manager, Parks and Facilities
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

Meeting called to order at 6:05pm

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 are no declarations of conflict of interest.

4. Adoption of Published Agenda

4.1 Santa's Village Committee Agenda for November 6, 2024

SV-2024-11-001

Moved By Tiffany Desjardins, Member

Seconded By Cori McLean, Member

That the published agenda for the November 6, 2024 Santa's Village Committee Meeting be adopted as presented.

Carried

5. Adoption of Minutes

5.1 Santa's Village Committee Minutes for October 2, 2024

SV-2024-11-002

Moved By Derek Knapp, Member

Seconded By Richard Tapping

That the minutes of the Santa's Village Committee meeting held October 2, 2024 be adopted as circulated.

Carried

6. Operations and Management

SV-2024-11-003

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 Overall Site Plan - Review

Site plan will be confirmed at next meeting.

6.2 Perimeter Fencing

Fencing has been reserved.

6.3 Large Tent/Tents

Tent has been ordered and will be delivered the Friday before the event.

6.4 Signage

Sings have been sent to local print company.

6.5 Power and Lighting

Power and lighting is confirmed.

6.6 Hours of Operation

No change.

6.7 Setup and Take Down

No change. Electrical will begin set up Friday.

6.8 Radio Communications with Organizers

Ordered.

6.9 Volunteer Management

Confirmed.

6.10 Medical First Aid

No change.

6.11 Food Court

No change.

6.12 Washrooms

Moved washroom near power.

6.13 Entrance/Exits

No change.

6.14 Information Booth

No change.

6.15 Village Music and Speaker System

No change.

6.16 Pavilion

No change.

7. Marketing, Social Media and Advertising

No paid advertising has been done for the event. Social media and word of mouth. All vendors have shared the event.

SV-2024-11-004

Moved By Cori McLean, Member

Seconded By Cate Back, Member

That the updates included in Agenda Item 7. Marketing, Social Media and Advertising be received.

Carried

8. Budget and Financials

Committee was reminded to send in any invoices. The Committee discussed the purchase weighted tents as tents that were used at 2023 event were damaged from the wind.

SV24-11-005

Moved By Tiffany Desjardins, Member

Seconded By Derek Knapp, Member

That the updates included in Agenda item 8. Budget and Financials be received.

Carried

SV24-11-006

Moved By Cori McLean, Member

Seconded By Cate Back, Member

That the Committee purchase weighted tents.

Carried

SV24-11-007

Moved By Richard Tapping
Seconded By Leighanne Nichol, Member

That Santa's Village reimburses dry cleaning fees for one of the vendors.

Carried

9. Sponsorships

Sponsorships are still going well.

SV24-11-008

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

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

Carried

10. Volunteers

Reaching out to past volunteers to help boost numbers.

SV24-11-009

Moved By Derek Knapp, Member
Seconded By Richard Tapping

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

Carried

11. Vendors

SV24-11-010

Moved By Cate Back, Member
Seconded By Richard Tapping

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

Carried

11.1 Food and Beverage Vendors

No change.

11.2 Non-Food/Craft Vendors

No change.

11.3 Christmas Tree Sales

Tree sales will happen in the same location as last year.

12. Events

SV24-11-011

Moved By Cate Back, Member
Seconded By Richard Tapping

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

12.1 Story Time with Friends

Confirmed.

12.2 Fantastic Fathers

Confirmed.

12.3 Santa's Workshop

Confirmed in train station.

12.4 Ornament Making

Confirmed.

12.5 Frost's Scavenger Hunt

Prizes have been purchased for event.

12.6 Santa's Farm

Confirmed.

12.7 Cookie Decorating

Confirmed.

12.8 Trackless Train

Confirmed.

12.9 Carnival Rides

No changes.

12.10 Parade

No changes.

12.11 Photo Booth

No change.

12.12 Friday Night Event

No change.

12.13 Teddy Bear Drive

No change.

12.14 Open Mic

No change.

12.15 Colouring Contest

Confirmed.

13. Entertainment

All entertainment has been confirmed.

SV24-11-012

Moved By Leighanne Nichol, Member

Seconded By Cori McLean, Member

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

Carried

14. Third Party Events

Third party events are all posted on the website.

SV24-11-013

Moved By Cori McLean, Member

Seconded By Cate Back, Member

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

Carried

15. New Business

Committee discussed a singing Trio to sing carols in the street during the event,

The Town of Essex presented a power layout for the park. They are looking at suggestions from the committee as they are the main user of this area.

SV24-11-014

Moved By Derek Knapp, Member

Seconded By Katie McGuire-Blais, Ward 1 Councillor

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

Carried

16. Adjournment

SV24-11-015

Moved By Richard Tapping

Seconded By Derek Knapp, Member

That the meeting be adjourned at 7:50PM

Carried

17. Future Meetings

November 26, 2024

6:00 PM Essex Center Sports Complex - Barnett Room

Chair

Recording Secretary