



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

January 16, 2025, 6:00 pm
60 Fairview Ave W, Essex, ON N8M 1B6

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

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**

The Chair called the meeting 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 January 16,2024**

SV25-001-01

Moved By Cori McLean, Member

Seconded By Cate Back, Member

That the published agenda for the January 16, 2024, Santa's Village Committee Meeting be adopted as presented.

Carried

5. **Adoption of Minutes**

5.1 Santa's Village Committee Minutes for November 26, 204

SV25-001-02

Moved By Tiffany Desjardins, Member

Seconded By Leighanne Nichol, Member

That the minutes of the Santa's Village Committee meeting held November 26, 2024 be adopted as circulated.

Carried

6. Operations and Management

SV25-001-03

Moved By Cate Back, Member

Seconded By Cori McLean, Member

That the report entitled Operations and Management, be received.

Carried

6.1 Overall Site Plan - Review

Site plan had a better flow. Will keep this layout for 2025 event. Overall, would like to add more lights to entire event.

6.2 Perimeter Fencing

Perfect amount of fencing.

6.3 Large Tent/Tents

Tent placement worked better. Will add more lights to back of tent for 2025. Heating the tent was beneficial due to cold temperatures.

6.4 Signage

Better communication for sign placement is needed.

6.5 Power and Lighting

The Committee is going to look into professional power source for 2025. Discussion of only having power for Santa's Village entertainment/ activities.

6.6 Hours of Operation

Hours will stay the same for 2025.

6.7 Setup and Take Down

Set up went well. More lights needed for take down.

6.8 Radio Communications with Organizers

Radios were not utilized to full extent. Will look into different options for 2025.

6.9 Volunteer Management

Space for volunteers worked great.

6.10 Medical First Aid

Location was much more accessible. Lights at tent also helped.

6.11 Food Court

Location was good. Amount of picnic tables was perfect.

6.12 Washrooms

Location was good for 1 set. Will discuss options for 2025.

6.13 Entrance/Exits

Good. No need for any changes.

6.14 Information Booth

Location was good. Add lights for 2025.

6.15 Village Music and Speaker System

All worked great.

6.16 Pavilion

Not as much traffic in the pavilion. Discussing options for 2025.

7. Marketing, Social Media and Advertising

Consistency on social media platforms is needed. Templates will be created so all posts look the same.

SV25-001-04

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. Budget and Financials

2024 numbers are not final as of yet. Committee will get an email when financials are complete.

SV25-001-05

Moved By Cate Back, Member

Seconded By Cori McLean, Member

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

Carried

9. Sponsorships

Sponsorships were great. The Committee is looking forward to working with all Sponsors again for 2025.

SV25-001-06

Moved By Tiffany Desjardins, Member

Seconded By Derek Knapp, Member

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

Carried

10. Volunteers

Volunteers were very much appreciated. Will need to maximize volunteers for different shifts.

SV25-001-07

Moved By Leighanne Nichol, Member

Seconded By Cate Back, Member

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

Carried

11. Vendors

SV25-001-08

Moved By Derek Knapp, Member

Seconded By Leighanne Nichol, Member

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

Carried

11.1 Food and Beverage Vendors

Perfect amount of Food Vendors

11.2 Non-Food/Craft Vendors

Very successful.

11.3 Christmas Tree Sales

Went over very well.

12. Events

SV25-001-09

Moved By Tiffany Desjardins, Member

Seconded By Cori McLean, Member

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

Carried

12.1 Story Time with Friends

Great event - kids really enjoyed it.

12.2 Fantastic Fathers

Characters were fun.

12.3 Santa's Workshop

The Committee liked having the same volunteer at Santa's Workshop for the entire event.

12.4 Ornament Making

Weather was very cold - Event wasn't as successful as hoped.

12.5 Frosty's Scavenger Hunt

Had a lot of participants. Will do event again for 2025.

12.6 Santa's Farm

Went very well.

12.7 Cookie Decorating

With cold temperatures it was difficult to use the icing as it was freezing. Had some left over cookies.

12.8 Trackless Train

2 Trains worked great. Location will be discussed for 2025 event.

12.9 Horse Carriage Rides

Went over very well.

12.10 Carnival Rides

Went over well. Will look into different type of ride for 2025.

12.11 Parade

Good. No issues.

12.12 Friday Night Event

Weather played a part in attendance. Will look at doing an indoor event for 2025.

12.13 Teddy Bear Drive

Event didn't take place.

12.14 Colouring Contest

Event was very successful.

12.15 Open Mic

Event didn't take place.

13. Entertainment

Happy with all entertainment. Will discuss removing the stage for 2025.

SV25-001-10

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

All third-party events went great. High School show was a success.

SV25-001-11

Moved By Derek Knapp, Member

Seconded By Cate Back, Member

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

Carried

15. Election of Chair and Vice Chair

15.1 Santa's Village Committee Election of Chair

SV25-001-12

Moved By Derek Knapp, Member

Seconded By Cate Back, Member

That Katie McGuire-Blais be appointed as the Chair of the Santa's Village Committee for 2025.

Carried

15.2 Santa's Village Committee Election of Vice Chair

SV25-001-13

Moved By Cate Back, Member

Seconded By Tiffany Desjardins, Member

That Cori McLean be appointed as the Vice Chair of the Santa's Village Committee for 2025.

Carried

16. Adjournment

SV25-001-14

That the meeting be adjourned at 8:45pm

17. Future Meetings

Next meeting will take place in July. Date is to be determined.

Chair

Recording Secretary