



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

August 7, 2025, 6:00 pm
Barnett Room, Essex Centre Sports Complex, 60 Fairview Ave W, Essex, ON N8M 1B6

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

Absent: Derek Knapp, Member

Also Present: Katie Maidment, Recording Secretary
Tim Stanley, Assistant Manager Facilities & Events

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 6:07pm.

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 August 7, 2025

SV25-008-01

Moved By Carolyn Garon, Member
Seconded By Cate Back, Member

That the published agenda for the August 7, 2025, Santa's Village Committee Meeting be adopted as presented.

Carried

5. Adoption of Minutes

5.1 Santa's Village Committee Minutes for January 16, 2025

SV25-008-02

Moved By Tiffany Desjardins, Member

Seconded By Cori McLean, Vice Chair

That the minutes of the Santa's Village Committee meeting held January 16, 2025, be adopted as circulated.

Carried

6. Operations and Management

SV25-008-03

Moved By Carolyn Garon, Member

Seconded By Leighanne Nichol, Member

That the report entitled Operations and Management, be received.

Carried

6.1 Overall Site Plan - Review

Site plan will be different for the 2025 event. Tent will be moved and vendors will be removed from the street. There will be one area specific for the "Kid Zone" Pavillion will be now used for the main stage. Discussion is still in progress regarding fire pit locations.

6.2 Perimeter Fencing

Fencing will still be needed. More may be required.

6.3 Large Tent/Tents

Committee have received the quote for the big tent.

6.4 Signage

Will discuss closer to the event.

6.5 Power and Lighting

Vendors will be required to provide their own power. Committee will have access to a generator for kid zone and stage.

6.6 Hours of Operation

Hours will remain the same. 2:00pm - 9:00pm

6.7 Setup and Take Down

More lighting and volunteers will be required for takedown.

6.8 Radio Communications with Organizers

Will discuss at future meeting.

6.9 Volunteer Management

Committee member Cate will be responsible for Volunteer Management.

6.10 Medical First Aid

Committee reached out to the organization.

6.11 Food Court

Location is still being discussed.

6.12 Washrooms

Portable washrooms will be needed. Committee will confirm the amount at a later meeting.

6.13 Entrance/Exits

No specific entrance/ exit. The arch and sleigh will be set up along Talbot Street and Victoria Ave.

6.14 Information Booth

Information booth will be placed in the same location along Talbot Street.

6.15 Village Music and Speaker System

Music will be playing throughout the village. Speaker will be placed above the info booth.

6.16 Pavillion

Pavillion will be used as the main stage.

7. Marketing, Social Media and Advertising

Marketing and social media needs an overhaul. Committee members have been appointed.

SV25-008-04

Moved By Cate Back, Member

Seconded By Cori McLean, Vice Chair

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

Carried

8. Budget and Financials

Nothing to report as of yet for Budget.

SV25-008-05

Moved By Carolyn Garon, Member

Seconded By Tiffany Desjardins, Member

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

Carried

9. Sponsorships

Sponsorship emails will start to go out later this month.

SV25-008-06

Moved By Cate Back, Member

Seconded By Carolyn Garon, Member

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

Carried

10. Volunteers

Same process to get volunteers will be used for the 2025 event.

SV25-008-07

Moved By Cori McLean, Vice Chair

Seconded By Tiffany Desjardins, Member

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

Carried

11. Vendors

Vendor applications will be going out soon.

SV25-008-08

Moved By Leighanne Nichol, Member

Seconded By Cori McLean, Vice Chair

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

Carried

11.1 Food and Beverage Vendors

11.2 Non-Food/Craft Vendors

11.3 Christmas Tree Sales

Committee is reaching out the vendor.

12. Events

SV25-008-09

Moved By Cate Back, Member

Seconded By Cori McLean, Vice Chair

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

Carried

12.1 Santa's Workshop

Confirmed for 2025 event.

12.2 Ornament Making

Confirmed for 2025 event.

12.3 Frosty's Scavenger Hunt

Confirmed for 2025 event.

12.4 Santa's Farm

Confirmed for 2025 event.

12.5 Cookie Decorating

Confirmed for 2025 event. Lowering the amount of cookies.

12.6 Trackless Train

Confirmed for 2025 event. Committee wants to add an inflatable maze.

SV25-008-10

Moved By Leighanne Nichol, Member

Seconded By Cate Back, Member

That the Committee proceed with the rental of an inflatable maze.

Carried

12.7 Horse Carriage Rides

Committee will reach out.

12.8 Parade

Confirmed for 2025 event.

12.9 Photo Booth

Will have a photo ops booth. Will not have a photographer.

12.10 Friday Night Event

Confirmed for 2025 event. Movie night will be held in the Shaheen Room.

12.11 Colouring Contest

Confirmed for 2025 event.

13. Entertainment

SV25-008-11

Moved By Cori McLean, Vice Chair

Seconded By Tiffany Desjardins, Member

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

Carried

13.1 Essex Community Band

Reaching out for 2025 event.

13.2 Essex Vocal Express

Reaching out for 2025 event.

13.3 Evermore Princess Show

Reaching out for 2025 event.

13.4 Jason Baclig

Reaching out for 2025 event.

13.5 Jon Brett Show

Reaching out for 2025 event.

13.6 Kobbler Jay

Reaching out for 2025 event.

13.7 Matthew Romain Holiday Show

Reaching out for 2025 event.

13.8 Ron Gudel Magic Show

Reaching out for 2025 event.

14. Third Party Events

Third party events will be updated as they are published.

SV25-008-12

Moved By Carolyn Garon, Member

Seconded By Cori McLean, Vice Chair

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

Carried

15. New Business

Derek Knapp has sent his resignation for Santa's Village Committee. There are 2 vacancies available.

SV25-008-13

Moved By Leighanne Nichol, Member

Seconded By Carolyn Garon, Member

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

Carried

16. Adjournment

SV25-008-14

Moved By Leighanne Nichol, Member

Seconded By Cate Back, Member

That the meeting be adjourned at 8:05pm

Carried

17. Future Meetings

September 18, 2025, 6:00pm Barnett Room, Essex Centre Sports Complex

October 16, 2025, 6:00pm Barnett Room, Essex Centre Sports Complex

November 13, 2025, 6:00pm Barnett Room, Essex Centre Sports Complex

December 4, 2025, 6:00pm Barnett Room, Essex Centre Sports Complex

Chair

Recording Secretary