



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

November 13, 2025, 6:00 pm
Barnett Room, Essex Centre Sports Complex, 60 Fairview Ave W, Essex, ON N8M 1B6

Present: Carolyn Garon, Member
Caitlynn Back, Member
Cori McLean, Vice Chair
Tiffany Desjardins, Member
Katie McGuire-Blais, Ward 1 Councillor, Chair
Cameron Hatfield, Member
Jordyn Mills, Member
Jaime Woods, Member

Absent: Leighanne Nichol, Member

Also Present: Katie Maidment, Recording Secretary
Tim Stanley, Assistant Manager, Facilities and 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 6:04 PM.

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 13, 2025

SV25-011-01

Moved By Caitlynn Back, Member
Seconded By Cameron Hatfield, Member

That the published agenda for the November 13, 2025, Santa's Village Committee Meeting be adopted as presented.

Carried

5. Adoption of Minutes

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

SV25-011-02

Moved By Tiffany Desjardins, Member

Seconded By Cori McLean, Vice Chair

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

Carried

6. Operations and Management

SV25-011-03

Moved By Cameron Hatfield, Member

Seconded By Carolyn Garon, Member

That the report entitled Operations and Management, be received.

Carried

6.1 Overall Site Plan - Review

General layout is complete for the Event. Final plan will be ready by next meeting.

6.2 Perimeter Fencing

No change.

6.3 Large Tent/Tents

No change.

6.4 Signage

List is being compiled to finalize signs.

6.5 Power and Lighting

Power has been obtained for the event.

6.6 Hours of Operation

No change.

6.7 Setup and Take Down

No change.

6.8 Radio Communications with Organizers

No change.

6.9 Volunteer Management

No change. Volunteers will meet at the Train Station.

6.10 Medical First Aid

No change.

6.11 Food Court

No change.

6.12 Washrooms

No change.

6.13 Entrance/Exits

No change.

6.14 Information Booth

Information booth location has not changed. Will be at the front of Santa's Village along Talbot St.

6.15 Village Music and Speaker System

Confirmation from the Town is needed on where the speaker can be set up.

6.16 Pavilion

Pavilion is being used as the main stage. The black wind wrap from Fun Fest is being used around the Pavilion.

7. Marketing, Social Media and Advertising

Marketing is ramping up as the event date approaches.

SV25-011-04

Moved By Cori McLean, Vice Chair

Seconded By Carolyn Garon, Member

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

Carried

8. Budget and Financials

SV25-011-05

Moved By Jaime Woods, Member

Seconded By Cameron Hatfield, Member

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

Carried

SV25-011-06

Moved By Cori McLean, Vice Chair

Seconded By Tiffany Desjardins, Member

That John Brett be paid \$100 for his show " John Brett Show."

Carried

SV25-011-07

Moved By Caitlynn Back, Member
Seconded By Cameron Hatfield, Member

That the Committee hires a content creator for \$800. Who will gather photos and videos to be used for future marketing needs.

Carried

SV25-011-08

Moved By Cori McLean, Vice Chair
Seconded By Caitlynn Back, Member

That a second train has been obtained by the same vendor.

Carried

SV25-011-09

Moved By Katie McGuire-Blais, Ward 1 Councillor, Chair
Seconded By Cori McLean, Vice Chair

That the Train contains advertisement on the side panels. That advertisements will be of all Sponsors. The fee is \$275.

Carried

9. Sponsorships

New sponsors are still signing up. There is still open availability for new ones.

SV25-011-010

Moved By Jaime Woods, Member
Seconded By Caitlynn Back, Member

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

Carried

10. Volunteers

Volunteers are still signing up. Will put out another call in the next few weeks.

SV25-011-011

Moved By Tiffany Desjardins, Member
Seconded By Jordyn Mills, Member

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

Carried

SV25-011-012

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

That The Committee purchase additional volunteer hats for \$500.

Carried

11. Vendors

Majority of vendors have paid. We are waiting on a few insurance slips.

SV25-011-013

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

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

12. Events

SV25-011-014

Moved By Cameron Hatfield, Member
Seconded By Jaime Woods, Member

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

Carried

12.1 Santa's Workshop

No change.

12.2 Ornament Making

No change.

12.3 Frosty's Scavenger Hunt

SV25-011-015

Moved By Jordyn Mills, Member
Seconded By Tiffany Desjardins, Member

That 3 Christmas statues be purchased for the Scavenger hunt. Vendor will be selected.

Carried

12.4 Cookie Decorating

No Change.

12.5 Trackless Train

No change.

12.6 Horse Carriage Rides

No change.

12.7 Parade

No change.

12.8 Photo Booth

No change.

12.9 Friday Night Event

Event has been posted on social media.

SV25-011-016

Moved By Jaime Woods, Member

Seconded By Tiffany Desjardins, Member

That a game of Pin the Heart on the Grinch be purchased for \$16.

Carried

12.10 Colouring Contest

Pictures have been chosen.

13. Entertainment

SV25-011-017

Moved By Cameron Hatfield, Member

Seconded By Cori McLean, Vice Chair

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

Carried

SV25-011-018

Moved By Carolyn Garon, Member

Seconded By Jordyn Mills, Member

That The Committee hire a Christmas Caroling Trio for \$220.

Carried

13.1 Santa

Confirmed.

13.2 Essex Community Band

Confirmed.

13.3 Essex Vocal Express

Confirmed.

13.4 Evermore

Confirmed.

13.5 Jason Baclig

Contact information is needed to finalize time slot and payment.

13.6 Ron Gudel Magic Show

Confirmed.

13.7 Santa's Farm

Confirmed.

13.8 Denver Bohdal

Confirmed.

13.9 Fire Guy

Confirmed.

13.10 John Brett

Confirmed.

14. Third Party Events

SV25-011-019

Moved By Jordyn Mills, Member

Seconded By Carolyn Garon, Member

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

Carried

15. Adjournment

SV25-011-020

Moved By Cori McLean, Vice Chair

Seconded By Jordyn Mills, Member

That the meeting be adjourned at 8:00 PM.

Carried

16. Future Meetings

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

Chair

Recording Secretary