



## Essex Fun Festival Committee Meeting Minutes

February 24, 2022, 6:00 PM

Location: Electronic Meeting

Accessible formats or communication supports are available upon request. Please contact the Clerk's Office at [clerks@essex.ca](mailto:clerks@essex.ca) or 519-776-7336 extension 1100 or 1101.

Present: Ward 1 Councillor, Joe Garon, Chair  
Richard Tapping  
Katie McGuire-Blais  
Ron McDermott

Also Present: Jake Morassut, Manager, Parks and Facilities  
Janice Aloisio, Recording Secretary

Regrets: Ward 2 Councillor, Kim Verbeek, Vice-Chair  
Mike Janisse  
Kyle Flood

Absent: none

### 1. **Call to Order**

The Chair, Joe Garon called the meeting to order at 6:08 PM

### 2. **Declarations of Conflict of Interest**

There were no declarations of conflict of interest noted at this time.

### 3. **Nomination of Committee Chair**

The floor was opened to nominations for Committee Chair

#### **EFFC22-02-001**

Moved by Ron McDermott

Seconded by Rich Tapping

That Joe Garon be nominated for the position of the Chair of the Essex Fun Fest Committee.

**Carried**

Joe Garon accepted the Chair seat.

### 4. **Nomination of Committee Vice-Chair**

The floor was opened to nominations for Committee Vice-Chair

#### **EFFC22-02-002**

Moved by Katie McGuire-Blais

Seconded by Rich Tapping

That Kim Verbeek be nominated for the position of the Vice-Chair of the Essex Fun Fest Committee.

**Carried**

Kim Verbeek accepted the Committee Vice-Chair seat

## **5. Adoption of Published Agenda**

### **5.1 Essex Fun Festival Committee Meeting Agenda for February 24, 2022**

#### **EFFC22-02-003**

Moved by Ron McDermott

Seconded by Rich Tapping

That the published agenda for the February 24, 2022, Essex Fun Festival Committee meeting be adopted as presented.

**Carried**

## **6. Adoption of Minutes**

### **6.1 Essex Fun Festival Committee Meeting Minutes for April 22, 2021**

#### **EFFC 22-02 -004**

Moved by Katie McGuire-Blais

Seconded by Rich Tapping

**That** the minutes of the Essex Fun Festival Committee Meeting held April 22, 2021, be adopted as circulated.

**Carried**

## **7. Unfinished Business**

### **7.1 None**

## **8. Correspondence**

### **8.1 None received**

## **9. New Business**

### **9.1 COVID-19 Update**

Jake Morassut advised that measures and restrictions continue to change with hopes that all restrictions are removed some time in the spring however, the committee will continue to be bound by any current rules, regulations and/or restrictions as set out by the various levels of government and the local health unit at the time of the festival.

Jake Morassut further advised that the town did apply for a grant for the festival through the Re-Opening Ontario for additional funding for entertainment, and some of the amenities that we have on-site that are directly applicable to increasing tourism that we are waiting to hear back on. One item applied for was getting credit card machines on site so that we could accept payment that way with touch-less payment systems that would promote touch-less contact payment. This grant was specifically applied for the Fun Fest and if received, will have specific parameters of use and restricted to the coming year.

## **9.2 Views and Opinions from Councillor, Joe Garon**

Councillor Joe Garon advised that again the committee is in uncharted territory but are not alone in making every effort to successfully host the four-day event this summer. This will give us an opportunity to put our own unique spin on this year's event if we so choose.

There may be some challenges this year with the commencement of the downtown streetscape project. It will have an impact on our downtown businesses and attractions and events the BIA may intend on hosting up-town.

Due to the streetscape, the committee may have to consider an alternative route this year for the Fun Fest Parade, the only other route would potentially be Hanlan Street. This will need to be discussed in the future.

Budget, layout, attractions and entertainment, admissions policy, security, shade areas in food-court are all items to be added to the agenda for future discussion.

The event dates will be Thursday, July 7<sup>th</sup>, 2022, through and inclusive of Sunday, July 10, 2022.

A contract has been secured with World's Finest Shows. Contact has been made with Festival Tent, Fab Staging, Atlas Productions and the fencing company have all been made aware of our dates.

Regarding budget, Jake Morassut will have to look into what we have in reserves and what was passed in budget deliberations for the event and report back to the committee.

## **9.3 Committee Discussion on 2022 Festival**

Brief discussion ensued pertaining to the potential layout of the festival for this year. Layout "1" moves the entertainment off the asphalt, as it has been an ongoing complaint with the heat coming off it but may pose an issue in this new location, should we receive excessive rain that weekend. Layout "1" further helps our alcohol

supplier and production company with their set-up, puts all the entertainment together and doesn't take away from any of the other event areas or zones. Layout "2" has been a layout done previously. Regardless of whichever layout the committee goes with, discussions will have to be had with the fireworks company to potentially set up on the and display from the soccer fields instead of the ball diamond area, which, if this can be accommodated, will create additional parking which is badly needed. Goal of both layouts is to eliminate the second stage thereby reducing expenses but further utilizing the thrill-zone area more effectively which should further accommodate the vendors by focussing to that area for the whole weekend instead of just Saturday and Sunday as in the past.

Committee consensus on using Layout "1" as it would better pool resources and eliminate things like a second stage area, additional volunteers for two areas, potential additional parking, move main stage to grass area addressing the heat off the asphalt issue, will create a more conducive festival setting having the stage and beer tent in same area, more foot-traffic through food court area, potential savings on the resources could lead to putting money into two octagon tent areas in the food court area to provide much needed shade.

Potentially host a bike show and an exotic and/or antique car show on a smaller scale in the area surrounding the kids' zone, again creating a draw to the area. A conversation with Fire first to ensure they have enough space to maneuver. Kid Zone potentially run by Town Staff again. Further discussion required.

Parking lot has new medians that World's Finest Shows have to be made aware of and will have to work their set-up differently to better accommodate flow through that area. With the loss of the area due to the new tennis courts, the World's Finest Show staffing and trailers will be moved over by east-side of Fitness Fury and the dog park with over-flow e to the east-side of the tennis courts and around them.

Dog park and splash pad aren't fenced in and will remain open and accessible to the public with an access off of Fairview Avenue. Once rubber-flooring is installed around the tot park, the fencing will be around that area. Further discussions on this as well as a site meeting will occur in the future to accommodate festival fencing.

Continue to have 2 festival access gates utilized. Back doesn't get a great deal of traffic, however, lessons were learned a couple year's ago when removed and it is beneficial to keep it open.

Joe Garon will be meeting on site with the production company tomorrow and an assessment of power will be done at that time. If an upgrade is required, it would be more beneficial to have a company come in and upgrade the proper inputs of what

maybe required to power the main stage area in the new location on the grass than the costs of renting a generator. Once 'requirements' have been assessed, costing will be evaluated along with funding resources. Worst case, a generator may have to be used.

Company that does the bar and concession services for the beer tent are onboard. There maybe some increasing in costing and percentages.

Consideration towards running the 3 beverage tents vertical on the right side of the large tent to the stage instead of horizontal and then the people in the main tent can see the show through fencing. To be discussed further.

Future discussion to be had regarding bringing in out-of-town food vendors and potentially investigating limiting vendors to real good vendors with limitations on duplicate or multitude of similar food options to singular 'real' good food vendors.

Additional agenda items, sponsorships, volunteer shirts, volunteer free-day, budget, lay-out, parade.

**EFFC 22-02-005**

Moved by Ron McDermott

Seconded by Katie McGuire-Blais

**That** the Fun Festival Committee recommend to Council that the Essex Fun Festival be held on Thursday, July 7, 2022, through and inclusive of Sunday, July 10, 2022.

**Carried**

**10. Future Meetings**

To be determined

**11. Adjournment**

**EFFC 22-02-006**

Moved by Rich Tapping

Seconded by Katie McGuire-Blais

**That** the meeting be adjourned at 7:06 PM

**Carried**

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Chair

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Recording Secretary