

Public Meeting
June 2, 2016
7:00 p.m.

The Public Meeting on the 2016 Cavendish Beach Music for the festival parking, walkways and traffic plan was held on June 2, 2016, at the North Rustico Lion's Club.

PRESENT: Matthew Jelley, Edmond Richard, Gwen Wyand, George Clark Dunning, David Gauthier, Kay Hryckiwi and Administrator: Brenda MacDonald.

ABSENT: Linda Lowther.

VISITORS: Jeff Squires and Brodie O'Keefe with CBMF and Mark Crowther – Staff Sergeant with the RCMP. There were 25 visitors in attendance at the meeting.

CALL TO ORDER:

Chair Jelley called the meeting to order at 7:05 p.m..

Chair Jelley welcomed everyone to the meeting and asked them to sign in at the front of the room if they haven't done so for the record.

Chair Jelley advised that the meeting is being taped for office use only.

Chair Jelley advised that the meeting tonight is being held as a result of meetings and an event study that was completed last year that recommended that a meeting be held prior to and just after the music festival and events each year.

Chair Jelley advised that there were a number of lessons learned following the festival last year and we are here to discuss improvements that have been made to the site plan, traffic plan and walkways for this year's festival. There have been a number of meetings on the changes to the plans with the music festival, the municipality, the Department of Transportation and Public Works and the RCMP to come up with a new plan for the 2016 event.

Chair Jelley advised that there are forms at the back of the room that can be completed with your comments, concerns, or issues on the festival event.

Chair Jelley advised that we are here to talk about the July 2 event, July 7 event with the tailgate party as well as the 2016 music festival.

Chair Jelley advised that the original application for the tailgate party was amended for the Council's review to allow the tailgate party to go up to 10,000 people and this will be discussed by the Council at their next meeting.

Chair Jelley advised that Jeff Squires and Brodie O'Keefe are her from the music festival tonight as well as Staff Sergeant Mark Crowther with his comments from the RCMP.

Chair Jelley advised that during the meeting each group will talk and then the meeting will be opened up for discussion and questions from the public.

Chair Jelley turned the meeting over to Jeff Squires.

Jeff advised that the July 2, 2016 event came as part of extending people's stay in the area for the Canada Day weekend with Allan Doyle and Friends. He advised that they are expecting 3,000 – 5,000 people and it will run from 4:00 p.m. – 11:00 p.m. to give people the opportunity to go to the other businesses in the area.

Jeff advised that this will allow them the opportunity to try the new traffic, walkway and parking setup that has been completed at the site as a result of 13 meetings over the fall, winter and spring on the traffic, roadway and walkway plans. The meetings were held with the following groups: property owners in Forest Hills Subdivision, senior operations team, Alan Aitken with the Department of Transportation, RCMP, Scott Linketter, Sheela Curley and Rowan Caseley with Avonlea Village, Matthew Jelley, Parks Canada and Island Coastal, Planning Board, Department of Environment, Campground Owners, and at the Tourism Cavendish Beach AGM.

Jeff advised that everyone would be located in one area of the festival site since it is a smaller crowd so the fences will be moved down on the site for this event. A map was shown of the July 2, 2016 event.

Doug Coles questioned snow fencing along the properties of Forest Hills Lane and Jeff advised that there would be no snow fencing in place.

David Gauthier questioned if there would be a fence put up at the main road.

Jeff advised that for this event there would not be a gate at the main road due to the lower number of people expected to attend and they feel that everyone will be parking at the site.

Jeff advised that this event would be similar to a show being held at Confederation Center.

Jeff advised that this is the same timeframe as the Vacation the Kids Took Over promotion so they are trying to get people to extend their stays in the area by providing something else for them to do while in the area.

Jeff advised that they will be providing security as per the Liquor Control Commission's regulations.

Michelle Coles advised that it is a great idea having a smaller event at the site.

Jeff advised that the event will be about half the size of the Rodd Stewart Event that was held last year and will be the same demographic they feel.

Jeff advised that on July 7, 2016 for the tailgate party it is expected that there would be up to 10,000 people in attendance. He advised that there were a lot of suggestions and recommendations and it was felt that this event would be a free event that would be open to the public to allow them to come in to tour the site and see how things operate. This night will also allow people to come in to get their beach bands prior to the music festival.

Holly Clark questioned what happens at the event with the bands to distinguish who is of age and who is not based on the 19 and over.

Jeff advised that everyone will have their bands on the night of the event with different colors if they are 19 and over to distinguish their age and if they do not have the 19 and over bands then they will not be allowed to have alcohol and this will be monitored by the security and the Liquor Control Commission.

Kay Hryckiwi asked what the capacity was of the tent area.

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Jeff advised that it would hold around 5,000 but 15,000 people typically use that area during the music festival.

Jeff advised that the intent of the tailgate party night is to get as many people braceleted as possible.

Jeff advised that this year there is a CBMF beach band strategy and asked Jocelyn to present the information.

Jocelyn Neal advised that with the Beach Band Strategy they will be having them at the IHeartRadio Tailgate Party, they will be doing a Maritime Tour, they will have a box office at Avonlea Village starting on June 30, 2016 and they will be doing a Campground Tour.

Brodie O'Keefe advised that the box office will be open at Avonlea Village to allow people to get their tickets directly and keeping them off of the main site to allow the work to be completed for the events.

Jeff advised that when the festival started Avonlea Village did not want any festival goers coming through the site and now with the new approach and vendors at the site the walking traffic will go right through the site allowing them to go to the vendors as they are coming through the village of provide service to the public.

Jeff advised that they have learned a lot from the bracelets and this approach is expected to have thousands of people braceleted before the event starts.

Jeff advised that there were a number of issues at the box office last year and they are very optimistic about this new approach with the bands being done earlier.

Doug Coles asked if there would be any food vendors on site for the tailgate party.

Brodie O'Keefe advised that there would be 4 food vendors on site for the tailgate party.

Brodie O'Keefe advised that there will be permanent fence around the parking and bus marshalling areas.

Jeff advised that cars will be able to enter the site on the East and West sides of the property and that is the area that they will have to leave the site at the end of the night so people will need to know which way they are travelling when they enter and exit the site.

Jeff advised that there will be no tractor rides this year at the site.

Jeff advised that the buses at Cranberry Village are gone this year as well.

Jeff advised that the Cavendish Grove parking area has been eliminated as well and the bottleneck of traffic should be eliminated.

Jeff advised that the Artisan Barn at Avonlea Village will be the new RCMP headquarters and the security will be located just behind the RCMP in the small building.

Jeff advised that the road will be shut down from 10:30 – 11:30 each night, but they anticipate things to go much more quickly with the new traffic plan.

Theresa Toombs questioned if the fence in the middle was permanent and Jeff confirmed that it was.

Claudette Arnold questioned where the taxis will be going.

Jeff presented the plans for July 7 and 8 – 10, 2016.

Jeff advised that the taxis are any issue every year but they do play an important role of moving people around the community and getting the people out of the site.

Jeff advised that the taxis will be coming in on the East and West just like the buses and traffic and they will sit in the bus area and drop people off and pick them up.

Mark Crowther advised that the walking traffic and vehicle traffic will be kept moving as there will be an RCMP presence on Route 6.

Holly Clark advised that it appears that things will be more organized provided that people know exactly how to leave at the end of the night when they have parked on the site.

Jeff advised that it will be the taxis responsibility to have a sign on their car so that when people are being dropped off at the site that they know what area to come back to at the end of the night to get the taxi back to where they are going.

Brodie O'Keefe advised that there will be a significant amount of signage on the East and the West of the site so people will know where they are going or where they are parked.

Chair Jelley advised that it is the cab drivers responsibility to ensure that their passengers know where they are going and where they are coming to at the end of the night.

Jeff advised that the volunteers will be parking in the field adjacent to the entrance at Avonlea Village and they will be parked there for the day when they come in.

Jeff advised that the RCMP will be very visible in their new location and they will have two officers on bicycle right on the site.

Mark Crowther advised that if people are walking with beer they will be told to empty it in the garbage.

Gwen Wyand asked if the walking distance would be longer with the new plan.

Jeff advised that when people get off of the bus it will be a much shorter walk for the public.

Michelle Coles asked about people with issues walking based on the distance and with no hay rides.

Jeff advised that Pat and the Elephant will be on site as they have been each year and they will pick people up in the bus area that are unable to walk or have walking issues.

Claudette questioned the taxis and what they do with the people that cannot walk.

Jeff advised that they can be dropped at the bus area and that they will be taken to the main gates by Pat and the Elephant, they might just have to wait a short time.

Jeff advised that they should be able to move people based on the new parking area more efficiently.

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Jeff advised that with the RCMP and the security right in the compound it should help to reinforce the culture that you need to conduct yourself properly.

Jillian Campbell advised that there are also accessible tickets that can be purchased for anyone with disabilities at the same price. They just have to advise the staff when they are purchasing their tickets.

Chair Jelley questioned the parking down near the Cavendish Baptist Church and it creating a bottleneck if people are allowed to park here.

Jeff advised that security would be at the parking area until it is full.

Gordie Lund advised that with the volunteer parking that the people will not be moving out of there until 12:30 or 1:00 a.m..

Chair Jelley advised that in the past the volunteers were located at the church and he feels that it should be overflow parking or it is going to create traffic issues.

Jeff advised that they will change the parking behind the church only to use it as overflow parking and it will only be used as needed.

Holly Clark advised that for people who don't want to pay the extra money for parking they would use the cheaper parking first and it would create issues.

Gordon Lund advised that he agrees that the parking behind the church be used for overflow parking only.

Danielle Girard advised that she volunteers with the Ground Search and Rescue and she just wanted to make sure whether there were any changes to where she would be located.

Mark Crowther advised that there would be no changes made to where the other organizations have been located each year.

Jeff advised that he did meet with the Forest Hills Advisory Committee this winter and it consisted of Michelle Coles, George Clark Dunning, Kay Hryckiw and John Phillips. He advised that they discussed having no fencing adjacent to the properties on Forest Hills Lane as the property owners did not want fencing in this area.

George Clark Dunning advised that he wants a 6' steel fence adjacent to his property as he does not want people wandering into his parent's property and causing issues as has happened in the past and having damage done to his vehicle.

Jeff advised that they have taken all the input and have taken ownership and accountability with the good the bad and the ugly and have come up with this plan that all groups have supported.

Jillian Campbell mentioned a number of magazines that had written articles about the music festival event some of which were Flare Magazine, American Express top 20 events, Taste of Country and Amplified Magazine.

Holly Clark advised that they had not mentioned anything about the event being in the Northern Star.

Jeff assured George that there would be 6' metal fencing adjacent to the properties in Forest Hills Lane.

Jeff advised that he had just attended a meeting in Halifax with 200 marketers from around Canada and he advised that there were hands up from all over the place with questions and he advised that they are always trying to make the event better.

Karla Toole commented on the volunteers and where they go.

Jeff advised that the volunteers will be in the one parking area but if they are heading west then they would have to plan for that or have to go around during the road closures.

Chair Jelley advised that Cavendish is open all weekend and the road closures would not take effect until 10:30 at night.

Jeff asked if there was anything not addressed.

Garth MacNeill advised that he wondered if 20 people are walking in a row what will stop people from following them through the parking area and then out into the roadway and blocking traffic at the site.

Jeff advised that it would be similar to Old Home Week and people returning to the parking areas.

Chair Jelley advised that the security at the parking areas should ensure that people are not going into the roadway area as they should be turning them back to the walkway.

Elizabeth Drummond questioned where the fence will be in relation to the traffic area at the site.

Jeff advised that the walkers should not be coming through this area as the security will put them back to the walkway.

Chair Jelley advised that the security should be at each of the main parking gates advising people that if you don't have a car in the parking area to keep going and put them back to the walkway.

Brodie O'Keefe advised that the man gate at each of the parking areas will be 4' to 5' wide.

Holly Clark asked if there could be a barricade at her laneway as all kinds of traffic tries to come up when they see the parking in the front field thinking that they can park there.

Jeff advised that he would ensure that Parks provides a barricade for her entrance.

George advised that the fence adjacent to their property is needed. He advised that in the past everything was fine until the fence broke and then everyone wandered through the properties along the festival site.

Jeff advised that the Resort Municipality will be part of the unified command team. He advised that they will be part of the ongoing communications with the public as well.

Holly Clark advised that it is really wonderful that no one has gotten hurt as a result of the festival each year with the ongoing issues that have been happening and the drunkenness.

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Kay Hryckiwi advised that if all of her weekends at the campground ran as well as the festival weekend they would have not issues.

Jeff advised that the campgrounds and tourist operators also have a responsibility as well to make sure that people behave and are responsible while staying on their properties during the festival.

Doug Coles questioned if the traffic plan will be in place on July 2 and July 7, 2016.

Mark Crowther advised that there will be smaller crowds at these events and they are using the Rock the Boat model. He advised that the RCMP will be using some aggressive enforcement to set the tone early. He advised that for the event on the 7th they will be watching the numbers for it, but that he assures that safety of the community, public and the officers is their main priority.

Jeff advised that he has been working on a weekly basis since last year with the Chair of the municipality to ensure that the municipality is aware of what the festival has been working on.

Jeff assured the property owners on Forest Hills Lane that the trees will not be touched between them and the festival site as that is not part of their plan.

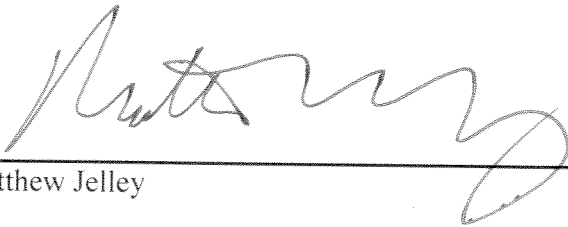
Jeff advised that in the past there was a lot of dust created from the tractor that will also be eliminated this year.

Chair Jelley confirmed that there were no letters received to be read out at the meeting tonight and that there were 5 calls received and 5 people into the municipal office looking for additional information on the meeting and the plans that there were submitted.

Chair Jelley thanked everyone for attending the meeting and reminded everyone that they had until June 9, 2016 to send in written comments to the office.

ADJOURNMENT:

Chair Jelley adjourned the meeting at 8:32 p.m..



Chair Matthew Jelley