

Public Meeting
Cavendish Beach Music Festival
November 20, 2017
7:00 p.m.

The Public Meeting for the Cavendish Beach Music Festival was held on November 20, 2017, at 7:00 p.m. at the Cavendish Visitor Information Centre.

PRESENT: Chair Matthew Jelley: Councillors: Linda Lowther, David Gauthier, Gwen Wyand, George Clark Dunning, Edmond Richard, Kay Hryckiw. Brenda MacDonald – CAO.

ABSENT: Nil.

VISITORS: There were 11 visitors in attendance at the meeting.

Government Departments in attendance: David Rossiter – Provincial Fire Marshal's Office, Richard Blacquiere – Liquor Control Commission, Allan Aitken – Department of Transportation, Infrastructure and Energy and Ryan Neale – Department of Health and Wellness.

CALL TO ORDER:

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

Chair Jelley advised everyone to sign in at the front of the room if they haven't done so for the record.

Chair Jelley advised the public of the public meeting process. He advised that the meeting is being taped for accurate minutes and no other reason.

Chair Jelley advised that the meeting is being held to review the request from the Cavendish Beach Music Festival on an extension of hours until 11:15 p.m. and to have a fully licensed venue for the event from July 6 – 8, 2018.

Chair Jelley advised that Jeff Squires and Brodie O'Keefe are here to present the information on the music festival.

Jeff advised that the reason for the requests are based on feedback that they have received over the last year. He advised that the group is continuing to work on ways to improve the site and how the people and traffic can move more safely and efficiently on and off the site. He advised that they continue to look at ways to do things on an annual basis. Jeff turned the meeting over to Brodie to make the presentation.

Brodie commented on the benefits of a fully licensed venue.

- Improved public safety and ability to evacuate the site in a state of emergency;
- Reduction in crowd crush points;
- Access to additional food and non-alcoholic beverage stations;
- Access to additional shelter areas for shade from heat or inclement weather;
- Reduce binge drinking;
- Improved access for first responders to onsite incidents;
- Reduce the number of onsite incidents;

Brodie commented on what is fully licensed?

- Removal of 1,200 ft. of fence which separates the licensed and unlicensed areas;
- Ability to walk throughout the site with an alcoholic beverage;
- Designated Family / Dry Area;
- Current trend in festivals of this nature across Canada and the US;

- Was successfully implemented at Rod Stewart concert in 2015 and Alan Doyle in 2016;

Brodie commented on how they will manage the site.

- ID Tents;
- Must receive a 19+ bracelet each day. 3 days, 3 different bracelets;
- No 19+ bracelet = no alcoholic beverage;
- Plain clothed security and PEILCC Liquor inspectors;
- Fines and removal of bracelets for offenders;
- Education and messaging through press release, email, social media, website, event program;
- Onsite signage;
- Responsible beverage certificate held by all bar staff;

Brodie advised that the dry zone could shrink in size or expand each day depending on the demand in this area. The dry zone would have a 4' fence with security inside the area and there is no alcohol allowed.

Q. Chair Jelley advised that if someone just had six drinks and wanted to get into the dry area would they be allowed?

A. Brodie advised that if the person showed that they were intoxicated they would probably not be allowed into the dry area.

Brodie presented information on some other festivals that currently have fully licensed venues.

- Veld Music Festival – ON Osheaga Music Festival – ON
- Ottawa Blues Festival – ON Wayhome Music Festival- ON
- Evolve Music Festival - NB/NS Pemberton Music Festival – BC
- Boots and Hearts Music Festival- ON Harvest Jazz and Blues – NB
- ACDC – NB Rod Stewart – NFLD
- Rod Stewart - Cavendish, PE Alan Doyle - Cavendish PE
- I Love the 90s Tour - Halifax, Moncton, NFLD
- Escapade Music Festival- ON Beach Blast - NB
- Calgary stampede – CAL Tim Hicks – Moncton, Halifax
- OVO Festival - ON

Brodie commented on the staggered closing proposal.

- Main stage ends 11:00 p.m.;
- Smaller scale band on the Cavendish Farms Kitchen stage from 11:00 – 11:15 p.m.;
- Bar service ends at 10:30 p.m.;
- Food vendors stay open later;
- Improved safety for attendees, security, traffic control teams, RCMP;

Brodie advised on the current process:

- 11:00pm all music stops on the site;
- 20,000 + people flood into the pedestrian walkways and parking lots;
- Very congested walkways, breaches in the fencing, busy parking lots and exit lanes;
- High volume of people at bus and taxi marshalling locations;
- Difficult for first responders to respond to emergencies in parking lots and walkways;

Brodie commented on the staggered closing process:

- First wave of people will exit once the show ends on the main stage at 11:00 p.m.;

- Light entertainment in Cavendish Farms Kitchen till 11:15 p.m.;
- Security will not force people to the exits until 11:15 p.m. (currently occurs at 11:00pm)
- Individuals may choose to go get a snack, have a seat and wait until the first wave of people are gone before leaving;
- 11:00 – 11:15 p.m. people continue to move towards the parking lot at their leisure;
- 11:15 p.m. music ends in the kitchen tent and the last wave of people will start to move towards the parking lot;
- Pedestrian walkways will be less congested, safer for everyone;
- Less congestion at parking lots exits and along Route 6;

Brodie advised that letters of support have been received from the following groups:

- The Provincial Fire Marshal's Office;
- Toursec Security;
- Lee Victor;
- Island EMS;

Q. Councillor Gauthier advised that he feels that it is really important for good supervision at the site and monitoring that the youth are not drinking excessively and not be noticed if they are on the site and it is fully licensed.

A. Brodie advised that there are three liquor inspectors on site and there are 130 security officers on the site and some are in plain clothes walking through the crowds to blend in with the people. They radio the security to come in and deal with the issue if there is one on site.

Richard – If changes are made on the fully licensed venue, the Liquor Control inspectors will be in plain clothes as well and none of the staff from the Liquor Commission will be in marked uniforms.

Councillor Gauthier advised that if the changes are made to the site it is important that the rules are strictly adhered to for anyone that is intoxicated on the site.

Richard advised that they have expected this request for years now as it is happening in other areas.

Q. Councillor Richard asked that they are monitoring liquor, but how do they monitor drugs.

A. Brodie – all bags are checked coming into the site. He advised that drugs and liquor can be hidden anywhere on people coming in and that they monitor it as best they can. Anyone that is caught with any substance has it removed and they are removed from the site.

Jeff advised that they are still waiting to see what is going to happen with the new laws on PEI for Marijuana and there are still questions to be answered for inside and outside venues.

Brodie advised that they will have to see by July 1 if the laws have changed or if the site will be status quo.

Q. Councillor Hryckiwi questioned people on the site with medical marijuana and if they are restricted to a certain area?

A. Richard advised that if anyone is caught passing drugs to someone who is not a cardholder for medicinal purposes will be removed from the site.

Staff Sergeant Shane Hubley from the RCMP was unable to attend the meeting due to an emergency.

Chair Jelley asked Richard to present his information from the Liquor Control Commission.

Richard advised that the Liquor Commission completed a report this year on various festivals and events that they attended.

- Current CBMF site is 85% licensed;
- Liquor Commission does not have control over the whole site at the present time since it is not fully licensed;
- only have jurisdiction in the licensed area;
- If the site is fully licensed then it is just like a bar and the liquor commission has jurisdiction as soon as the public steps onto the site;

Liquor Commission is not here to say yes or no to the request. The municipality needs to decide if they want to see this happen or not. He advised that if a change is recommended then they still have to take it to the Liquor Control Board for final approval.

Q. Councillor Richard asked for Richard's opinion on the dry area?

A. Brodie advised that the dry area will be 30' X 30' and will hold around 90 people.

Richard advised that the Eastlink Centre has a dry area and you are not allowed inside this area if you are drinking.

Richard advised that the Liquor Commission has not done anything further for reviewing the fully licensed venue until they know what the decision is of the municipality.

Chair Jelley questioned glass bottles and if they are poured / if the cans are cracked.

Brodie advised that the bottles are poured and the cans are cracked before the bartender hands out the alcohol to the customer.

Chair Jelley turned the meeting to David Rossiter of the Provincial Fire Marshal's Office:

David advised that his idea is that with the fully licensed venue that it will remove the major barricade for the public in the event of an emergency with the fencing being gone. He is not looking at it from the liquor side. He wants to ensure that if there is an emergency on the site that things will happen in a timely manner.

David advised that when the festival started nine years ago the threat assessment was usually the weather and they could get people off the field when they had to. He advised that with things happening around the world there are a number of threat assessment now with weapons and he feels that if the gate are removed then this creates less choke points for people getting out of the venue safely and faster.

David advised that CBMF would still have four pages of conditions that they have to meet, this would just help eliminate the choke points and if someone goes down they can get them out more quickly.

Chair Jelley asked Allan Aitken from Department of Transportation to make his comments.

Allan Aitken advised that he has no comments on the fully licensed venue from his point but that on the extended hours that he does support this as it is a benefit to traffic on the road and people leaving the site more safely.

Chair Jelley asked about the underage ID detection.

Richard confirmed that the LCC has an electronic hand held scanner and it was used 847 times at the festival this summer.

Richard advised that they are working with the RCMP on dealing with some issues on fines for underage with fake ID's as they felt that everything was in place for 2017 to deal with it but it wasn't so they are ensuring that it is in place for 2018 to deal with fake ID's.

White Cap Entertainment is also looking at purchasing a hand held scanner for fake ID's.
Toursec is also looking at purchasing a hand held scanner for fake ID's.

Richard advised that some acts are a high risk for a fully licensed venue like Metallica or AC/DC and he would not support that type of event for a fully licensed venue, but the Country Music Festival is a different crowd of people attending.

Chair Jelley moved onto Ryan Neale at the Department of Health and Wellness.

Ryan advised that the Department of Health's main concern is to keep people safe. He advised that by removing the fences it will allow people to eat and move around the site so that they will not be binge drinking before they are allowed to move from the licensed area to get food and this will help prohibit over consumption of alcohol on the site.

Jeff advised that the Senior Ops Team and CBMF work well together all year to make the event a success and CBMF has done their very best each year to deal with and address issues on a timely basis. He advised that it is their best intentions to do everything efficiently as possible.

Jeff advised that CBMF has been an industry leader along with the Senior Ops Team in making CBMF a great event for Cavendish and PEI. He advised that it is a great place to come and enjoy great music. He advised that CBMF is a great tourism product and has raised the tourism profile. He advised that nothing is done sneaky with the event and everyone works together to make it the best event it can possibly be.

Chair Jelley advised that there were two phone calls and one person in to the office to get information on the public meeting and no written comments were received.

Richard advised that if the request happens for the fully licensed venue and extension of hours it is a trial basis only for one year. He advised that it will be reviewed following the event in 2018 and a decision will be made on whether or not it will remain the same moving forward.

Q. Councillor Lowther questioned the dry area of 30' X 30' and who gets the final say in this size.

A. David advised that from the Fire Marshal's office it would be dealt with under the occupant capacity. He advised that if there is a higher demand the first night, then they can make it bigger the second night.

Q. Councillor Lowther advised that if 200 people show up the first night can it be made bigger?

A. David advised that the Fire Marshal's office would not make any changes the first night if it was too small. He advised that it would be addressed for the second night.

David advised that all three staff are on site during the event from the Fire Marshal's office.

David advised that following the 3:00 a.m. meeting on the site if there are any items that need to be addressed the next day, then they are sent on to him.

Q. Councillor Richard advised that everyone works together to make this the best possible event and what is the time line for the Fire Marshal's office to have everything approved for the event.

A. David advised that they plan to have the approvals completed two weeks out prior to the event.

Chair Jelley advised that there were five people in to the office looking for information on the request and one e-mail was received from Mary Lou LeClair.

Mary Lou LeClair *"That is ok with me and I live across from it. Thanks for asking."*

Chair Jelley thanked everyone for attending the meeting and advised that there were comments sheets at the back of the room and the deadline to submit the comments is November 27, 2017.

ADJOURNMENT:

Chair Jelley adjourned the meeting at 8:15 p.m..



Chair Matthew Jelley