

Public Meeting
Cavendish Beach Music Festival February 6, 2023
6:30 p.m.

The Public Meeting was held on February 6, 2023, at 6:30 p.m. at the North Rustico Lion's Club.

PRESENT: Mayor Matthew Jelley, Deputy Mayor Linda Lowther. Councillor Clark Dunning, Councillor Chris Robinson, Councillor Hryckiw and Councillor Simpson. Brenda MacDonald, CAO, Heather Hay, Deputy CAO.

ABSENT: Councillor: Lee Brammer.

VISITORS:. There were 100 visitors in attendance at the meeting.

CALL TO ORDER:

Mayor Jelley called the meeting to order at 6:46 p.m..

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

Mayor Jelley advised the public of the public meeting process. He advised that the meeting is being taped for office use only and accurate minutes of the meeting.

Mayor Jelley advised that the meeting is being held to discuss a proposed second event for Whitecap Entertainment and the application is under the property owners name of Cavendish Beach Music Festival Inc.

Mayor Jelley introduced the head table that included Ben Murphy - Cavendish Beach Music Festival and Heather Rossiter from the Liquor Control Commission. He also advised that a number of government departments were present that included: Richard Blacquiere - Liquor Control Commission, Constable Greg Trainor who is attending on behalf of Shane Hubley with the RCMP, David Rossiter - Provincial Fire Marshal's Office and Ryan Neale from the Department of Health and Wellness.

Mayor Jelley advised that there were four people that signed in at the meeting and asked to speak at the meeting. He advised that the meeting will be open to the public to speak as well as the evening goes forward.

Mayor Jelley advised that if anyone wishes to make a comment to address the Mayor and to state their name for the record prior to speaking and move to the microphone to speak so that everyone can hear what is being said and if anyone has mobility issues that needs the microphone taken to them, then please let us know and we will ensure that the microphone is moved to you.

Mayor Jelley advised that there has been a significant amount of interest in this proposed event and there is a large turnout for the meeting tonight based on that.

Mayor Jelley advised that everyone came into the meeting as a community and will leave the meeting as a community and people need to be respectful when people are speaking and making comments. If they are not, then the meeting will be adjourned.

Mayor Jelley advised that in 2015 the Resort Municipality, Tourism Cavendish Beach and Cavendish Beach Music Festival entered into a Memorandum of Understanding on the Special Event Guidelines for the municipality to set out the standards for special events.

The Zoning and Subdivision Control (Development) Bylaw deals with the land use Development so the guidelines were established for Special Events.

The event falls under the temporary / transient use permit under the Zoning and Subdivision Control (Development) Bylaw as it is a short-term event. The parameters are set out in section 4.25 of the bylaw and under the RD4 Zone Requirements.

Mayor Jelley advised that sometimes the final approval of the event is not completed until 4:00 p.m. the day of the festival when the Fire Marshal and the Department of Health complete their review.

Mayor Jelley presented the Special Event Guidelines so the public is aware of the wording of the guidelines.

The guidelines are in place to:

- Protect public spaces
- Ensure public safety
- Address the concerns of residents and the business community
- Provide public safety planning resources for organizing successful events

In managing special event activity, the Resort Municipality will:

- Support a diverse range of cultural, recreation and leisure opportunities to enhance the quality of life of residents and further tourism and economic development that support Cavendish's core brand
- Protect public health and safety
- Avoid unnecessary disruptions to the community

Public consultation is a foundation for the Special Event Guidelines and promoters should be prepared to consult with the community throughout the planning process.

Definitions

Defining Special Events

For the purpose of this document, a **special event** is defined as a sporting, cultural, business or other type of unique activity, occurring for a limited or fixed duration (one-time, annual) that impacts the Resort Municipality by involving the use of, or having impact on the public realm or private property. Special events involve attendance of numerous people at a given time and require temporary infrastructure to support it (e.g. tents, bleachers, portable washrooms, signage, etc.).

Defining Public Realm

Public realm is defined as any public owned streets, pathways, right of ways, parks, publicly accessible open spaces and any public and civic building and facilities.

The Resort Municipality has identified the following categories of special events:

1. **Major Event** – Creates high levels of visitation, tourism revenue and destination awareness/visibility. Major events have economic impact beyond the Resort Municipality. Major events require a long term approach to planning, significant budgets and draw 10,000 + people per day.

2. **Large Event** – Generates tourism benefits primarily for the Resort Municipality and surrounding area, enhances the profile and product offering of the municipality and inspires and involves the community. Large Events can create low to medium levels of tourism impact and draw. Large Events generate tourism benefits and are defined as having 5,000 to 10,000 people per day.

This event qualifies as a major event.

Key Dimensions and Criteria

There are a number of key dimensions and criteria that can influence the character and impact of a special event. These dimensions and criteria can impact policy and the granting of permits.

- **Timing of special event:** Peak season for Cavendish is Canada Day Weekend as defined here until the Monday prior to Labour Day. The Canada Day weekend falls on Monday or Tuesday, Wednesday or Thursday, the weekend before shall be considered the Canada Day Weekend. When Canada Day falls on Wednesday, Thursday or Friday, the weekend following shall be considered Canada Day Weekend. CBMF typically takes place the weekend following Canada Day. Under a mutual agreement between the Resort Municipality, CBMF and Tourism Cavendish Beach, the parties have proposed the following dates: July 7-9, 2017; July 6-8, 2018; July 5-7, 2019; July 10-12, 2020; and July 9-11, 2021. Refer to the enclosed calendar for specific dates. These dates may vary if the event adapts a Thursday, Friday, Saturday format. Preference for new Large or Major Events will be given to those that take place outside of peak season and complement the core brand values and target audience of Cavendish. Refer to the enclosed calendar for specific dates.
- **Days of the week and daily hours of operation:** During peak season, preference will be given to events that do not occur all day and that follow the typical booking pattern of the family traveller. Events that take place in the daytime or evening only have the ability to create greater economic spin off to Cavendish stakeholders. Weekend events that take place Thurs-Fri-Sat are preferred to a Fri-Sat-Sun format as Sunday is typically the start of a new booking period for accommodations. Holiday weekends will also require special considerations. Canada Day itself should be kept for celebrations of Canadian Heritage and be mindful of celebrations in neighbouring communities. Similarly, as Labour Day is always on a Monday, events for that weekend could run into Sunday as traffic patterns differ.
- **Number of venues:** Whether the event is a single site or encompasses multiple venues is important. Preference will be given to events that take place in multiple venues as it creates greater impact to more stakeholders.
- **Attendance/Public Meeting:** Due to high visitation and occupancy levels during peak season, the number of participants and spectators expected is very important. Public Meetings will be required for all Major Events regardless of timing. Public Meetings will also be required for Large Events during peak season and may be ordered at other time at the discretion of Council. In the event, that the attendance level changes, the applicant must keep the Resort Municipality informed of these changes and Special Event permit applications amended as required.
- **Off-Island Attendance:** The number of participants that the event draws from outside Prince Edward Island is important to creating new demand and/or repeat visitation for the municipality.

- **Municipal coordination:** The number of services, divisions required, complexity of the event and potential costs incurred by the municipality will be considered. All Large/Major events will require a development agreement. Other events may require a development agreement, where, in the opinion of council, the needs of the community are best served. The development agreement and the accompanying bond can be used to address community concerns around community repairs, maintenance, clean up, security and other costs occasioned by the placement of the event in the community.
- **Licensed or unlicensed:** Event applicants must clearly identify whether the event is ticketed and/or licensed. For licensed events and all Large and Major Events, event applicants must include a policy on encouraging the responsible use of alcohol at the event, security/policing and safety of the participants, The approach the organizer makes to ensure the alcohol/service is not the focal point if the event is also important. Alcohol service should end one half hour before the site curfew for the event in consultation with the relevant authorities. "Last call" shall occur prior to that.
- **Target Audience:** Event applicants must clearly identify the primary target audience expected to attend the event. During peak season, preference will be given to events that do not displace or disrupt the destination's target audience which is primarily families. Age, type of traveler (couples, families, golfers etc.) and in the case of music festivals genre must be described in detail by the applicant.
- **Activities:** Event applicants must highlight the activities they plan to include as part of the special event. As the event develops and planned activities change, the applicant must keep the municipality informed of these changes. The municipality will advise of any events deemed inappropriate.
- **Zoning:** Large or Major Events should be located in an RD4 Zone. Smaller events may be allowed in other zones depending on their nature. Applicants must ensure proper zoning is in place before planning as event.

Fees and Charges

Permit Processing Fee - This fee supports the resources required to administer the applications and the permits. The fee will not be waived. Fee is due at the time the permit is ready to be finalized. The fee is currently \$100 plus the registration of the agreement which is \$77.50. New fees will be established by Council to better reflect actual costs incurred by the Municipality to administer special event permits.

Community Maintenance Fee

A Community Maintenance Fee will be established to recover community clean-up costs incurred by the municipality. Community Maintenance Fees will be determined by Council and be incorporated into the Development Agreement.

Development Agreement

The applicant will be responsible for all costs associated with the Development Agreement.

Destination Development Fund

Contributions to a Destination Development Fund will be included as part of the Development Agreement for each event. This fee will be added to each individual ticket sold as a set fee and will be used to support new infrastructure needs and tourism grants to tourism organizations etc.

Performance Bond

The permit holder shall provide a performance bond in a form acceptable to the municipality. If all permit terms and conditions are met during the event dates, then the bond is released back to the applicant. If all of the terms and conditions are not met then all or part then all or part of the bond is kept by the municipality for non-

compliance. The amount of the security shall be determined by the municipality and varies depending on the number of properties involved for the special event. Performance bond is due upon approval of permits and is registered to the deed of the property. Fees apply for the registry of the bond.

Insurance

Every applicant shall provide proof of Commercial General Liability Insurance acceptable to the Resort Municipality. The amount of general liability insurance will be determined in consultation with the Resort Municipality's Insurance Broker. The amount of Commercial General Liability Insurance required will be based on the size and complexity of the event. \$5M - \$10M in General Liability may be requested. The applicant is required to provide proof of insurance with Resort Municipality listed as an additional insured. Proposed guidelines:

1. **Major event** – Will require \$5 - \$10 Million in General Liability Insurance.
2. **Large Event** - Will require \$5 - \$10 Million in General Liability Insurance.
3. **Medium Event** - Will require \$2 - \$5 Million in General Liability Insurance.
4. **Community Event** - Will require \$2 Million in General Liability Insurance.

Curfew

Historically events do not go beyond 11:00pm. Event organizers must respect the curfew outlined in their Development Agreement and allow for a timely discharge. Events that exceed their agreed curfews will have a deduction made from their performance bond.

Communications

No marketing or communications for the special event, regardless of size, can take place until a special event application for preliminary approval has been received by the Resort Municipality. Events that do not follow this process risk having permits denied.

Council meets the third Monday of every month and Planning Board meets the Wednesday prior to Council meetings. The deadline for applications to be submitted to the Council are the first Friday of every month for special event permits. It is important that special event applications that require timely approval be received in advance of these meetings.

Permits for Special Events

No Person shall hold or carry on, or permit to be held or carried on, a special event outdoors on private property without a special event permit. In addition, special events may also require additional permits, licenses, approvals and/or authorizations under provincial laws and municipal by-laws.

Resort Municipality Permit Process for Special Events

1. Applicant applies for the permits that apply to the special event:
 - Development application – required when any permanent or temporary structure is needed.
 - Signage permit application – require when any signage for the event are to be erected on the property
 - Banner permit application – required when any banners for the event are to be placed on municipal lamp pots
 - Temporary Parking Permit Application – required for parking a venue

2. Applications when completed by the applicant are then sent by the Resort Municipality to the applicable government departments for their review and comments. It should be noted that the applicant is responsible to complete any additional permits by these departments.
Departments may include, but are not restricted to:
 - a) Provincial Fire Marshal's Office
 - b) Department of Health & Wellness
 - c) PEI Liquor Control Commission
 - d) Transportation & Infrastructure Renewal
 - e) Department of Environment Labour and Justice
 - f) Department of Tourism
3. Council can grant conditional approval up to 18 – 24 months in advance depending on the preliminary comments received from various government departments. Conditional approval must be provided before any event announcements take place.
4. Large And Major events are required to host a public meeting at least 60 days prior to the special event and within 20 days after the special event to provide an opportunity for community engagement/feedback.
5. Once all conditions are met with the required government departments, then a development agreement is entered into with the Special Event Applicant outlining all of the terms and conditions of the approval and it is registered to the deed of the property. At this time a performance bond must also be posted by the applicant. If all terms and conditions are met with the development agreement during the event dates, then the bond is released back to the applicant. If all terms and conditions are not met then all or part of the bond is kept by the municipality for non-compliance.
6. Letters are then sent by the Resort Municipality to all adjacent landowners advising them of the permit.
7. Approvals for the special event development and permit and they can appeal the decision to IRAC if there are any issues or concerns within 21 days of the approval date.
8. Final approvals are granted the week of the special event based on the review/final approval by the departments.

Mayor Jelley turned the meeting over to Ben Murphy to present information on the proposed event.

Ben Murphy advised that a proposed second event was brought to a public meeting last summer. At that time, it was discussed about a second event in September and they had looked at potential acts for months to fit in that timeline and were not able to find one.

The proposed Sommo Festival is a wine, food and a multi-genre rock music festival that will showcase PEI and Cavendish. Ben Murphy presented his slide show on the event. The following is the text of the presentation.

The Why:

- New Event. New Festival. New Experience.
- To create a signature event to showcase the food and drink of PEI

- To give musical artists from around the Atlantic region a place to play and spend time alongside world-renowned artists
- Promote our local producers and suppliers
- Drive visitation to PEI
- September vs. July
- 1st time festival
- Routing and timeline

The Results

- 30% of those surveyed said they go to a festival to experience a new place
- 33% of respondents want to go to rock/folk music festivals
- 35% of respondents between 35-55 choose rock/folk as their preferred genre
- Listening to live music and trying new local food and drinks were in the top five reasons people attend festivals. Inspiring the concept of Sommo.

Supporting Cavendish and PEI

- Municipality and Province Strategies
- Destination Fund
- Permanent Infrastructure
- Post-Festival Research Report

The Experience

- The Name
- July 14-15, 2023
- Music and Culinary
- Music: Live music on two stages during the two days
- Attendees will sip and dine while enjoying music from some of the biggest names in music from around the world and the Atlantic region.
- Culinary: Bringing food and beverage lovers, creators, and producers from all four provinces to PEI. A culinary stage featuring chef demonstrations, and interactive experiences with chefs and guests.
- Food: PEI Beef, mussels, oysters, dairy, potatoes, and lobster . Restaurants, farmer's market vendors, food trucks, and more. Celebrity, regional, and local chefs hosting demonstrations, collaborations. with one another and various food businesses from around the region.
- Drink: Breweries, distillers, cideries, and wineries from Atlantic Canada
- Music: Continue to provide a world class environment for local musicians to be a part of. Supporting them in the further growth and success of their careers. We want too not only provide the unique opportunities to play next to world renowned artists but have the life changing moments that come from running into those artists backstage, in the greens rooms, where they are interviewed by national media outlets, and we hope that Sommo is merely a stepping stone (though a memorable one) in their long careers.

Demographics

Expected Attendance

For the first year of Sommo, our goal is 10,000 – 15,000 attendees per day. We estimate 10,000 for Saturday and 15,000 for Friday.

Target Demographic

Our goal with the talent and overall culinary experience is it to aim for an older majority demographic of those aged 36-54.

Overlap between CBMF & Sommo

We will rely on the reputation we have of putting on such a successful festival with CBMF to attract festival goers. However, we are actively attracting and marketing to a new demographic who have yet to experience Cavendish.

Mayor Jelley thanked Ben for his presentation.

Mayor Jelley advised that the service providers are here for the meeting tonight, but we will not call on them, they are here to observe the comments from the public.

Mayor Jelley advised that he will open the floor to questions from the public as well as read out letters that have been received at the office until the time of the meeting.

Kevin Gallant and Sally Pineau asked to speak and a letter was also received from Hennie Hoekstra at Marco Polo Land.

Sally Pineau advised that Hennie Hoekstra's letter could be read.

Mayor Jelley read out the letter to Hennie Hoekstra and the CAO's response to her. She will be in favor if they want to do another concert late August beginning of September or even a fall concert. She is not in favor of it on July 14 – 15, 2023.

Mayor Jelley read out the e-mail from Ruth Phillips and the CAO's response to her. She was looking for more information on the festival and if it was already approved.

Mayor Jelley read out the e-mail from Wendy Munro and the CAO's response to her. She was looking for information on the location of the meeting.

Ben Murphy advised that he could make the presentation to residents at any time if they wish or do it hybrid if they are away and present the information to them.

Frank Morrison asked to speak and has also presented a written submission along with Pam Hall on Smoke Free Places.

Frank thanked the Council for holding the public meeting and advised that he would like to see a guarantee that the festival would be smoke free as it is mandatory on PEI for Smoke Free Public Places.

Mayor Jelley read out the e-mail from Frank Morrison and the CAO's response to him. He is in support of Smoke Free Places at the Festival.

Frank commented on the history of the committee and his own personal experience two years ago and that health care is in a crisis, and we have a chance to make history with this event by it 100% smoke free and drug free. He made the presentation 2000 times to date and he has a passion for it.

Mayor Jelley advised that we need to move on and to finalize his presentation with the information. Frank finalized his comments.

Ben Murphy advised that the site is smoke free and they do their best to control it and they have security to monitor bags coming in, but they are not naïve to think that nothing gets through.

Mayor Jelley read out the e-mail from Pam Hall and the CAO's response to her. She supports smoke free places for the festival.

Mayor Jelley read out the e-mail from Liam Corcoran at Holland College and the CAO's response to him. My name is Liam Corcoran, and I am a Program Manager at Holland College. I oversee a number of arts-based programs at the college, including Music Performance, Graphic Design, and Photography/Videography. Our Music students have benefitted significantly from being included in the CBMF festival each year, and therefore I am sending along this letter of support for the new festival that has been discussed recently.

Mayor Jelley read out the e-mail from Eileen McQuaid Costello and the CAO's response to her. The event is said to focus more than Music, with food and drink added. We feel this is a great fit for both Cavendish and Prince Edward Island. We fully support the launching of the 2nd Festival and look forward to attending and experiencing it for ourselves.

Mayor Jelley read out the letter from the Cavendish Tourist Mart. The owner is in support of another festival later in the season but not the week after the music festival as it takes away from the family market.

Sarah Bell, a resident of Hope River, said she welcomes the new festival. I'm in favour of the Sommo music festival. I want my daughter to be in a place with lots of culture around her and opportunity around her, I want her to be able to volunteer, to have a job. The infrastructure is there, there's no reason why we're not using it.

Mayor Jelley read out the e-mails from Rhonda Sexton and the CAO's responses to her. She was asking about a petition and if it would be accepted and was advised that all written submissions would be reviewed.

Mayor Jelley read out the e-mail from Ron Murray and Lisa Driscoll and the CAO's response to them. We were quite excited to hear the news of the announcement by The Whitecap Group and really hope everyone can work together to make it happen.

Mayor Jelley read out the e-mail from Lacey Buechler and the CAO's response to her. Food and drink vendors such as our organization benefit greatly with such events. Benefits such as community and social exposure increase business profit during and following the event. Exposure creates conversation among the community. Additional benefits are proceeds of the event. Such proceeds put back into the business allows the business to grow and provide additional opportunity within the community therefore creating additional volunteer and paid positions within the economy.

Cavendish, PE would greatly benefit from a second festival within the community. Generation XX will continue to support strengthening communities and new opportunities.

Mayor Jelley read out the e-mail from Dan Paynter and the CAO's response to him. I have been a resident of Simpson Mill Rd, Hope River for 7 years now and have not found the Cavendish festivals to be a disturbance or inconvenience of any kind. I also believe that they provide several economic benefits including the obvious

immediate boost to the area's businesses, the secondary economic increase due to putting PEI's name on the map for future travelers, as well as the motivation for upstart business owners to know that they have the potential to reach large audiences. I would add that it provides a tremendous opportunity for local musicians to get their name out and have a chance to play on larger stages gaining invaluable experience that wouldn't be possible on PEI

otherwise. I suspect those opposed would cite noise and traffic as the biggest arguments against the festival but I don't believe the noise to be a factor and the traffic is well managed within the area and a minor inconvenience for those not attending to find alternate routes.

Mayor Jelley read out the e-mail from Jeremy Schurman and the CAO's response to him. We need these boosts in tourism to help keep Cavendish Alive. It's not only good for restaurant and lodging owners, but also for the golf courses, retail shops and future tourism. I don't see why adding a second music festival to the area would hurt things. The footprint is already there to host a secondary concert so there would be no need to damage any more green space. A festival of a different genre is also going to bring new people to the island for the first time which just opens more doors for further growth with a new audience. A festival based around a new genre of music highlighting food and drink along side of it would be perfect for Cavendish as well as local restaurants and breweries to get their name out. In conclusion I don't see why there would be any kick back on doing such a thing. It's nice to see Cavendish Alice again and would love to see it get back to where it was in the 90's. When it was a major tourist destination for all ages from all across the country.

Mayor Jelley read out the e-mail from Sandi and Scott Lowther with Fairways Cottages and the CAO's response to her. Sandi asked the Mayor to read out all correspondence for the record just like the other e-mails received.

The CAO advised the Mayor that there were submissions on a few dates from Fairways Cottages and provided him with the additional e-mail information that was received on a different date and the Mayor read it out for the record. As a follow-up to the January 16, 2023, Council meeting and the February 6, 2023, Public meeting, we have the following points for council to consider. - The Special Event Guideline document states, "...During the peak season, preference will be given to events that do not occur all day and that follow the typical booking pattern of the family traveller, ...Preference for new Large or Major Events will be given to those that take place outside the peak season and complement the core brand values of Cavendish, &...During Peak season, preference will be given to events that do not displace or disrupt the destinations' target audience which is primarily families." The proposed middle of July Whitecap entertainment Rock Concert does not follow these guidelines. Inventory management ensures a property split of arrival and departures, with half the guests arriving on Saturdays and the other half arriving on Sundays for their one-week vacations. Holding a two-night Friday/Saturday concert in the middle of July disrupts these weeklong travel patterns for a full two-week period (pre & post the middle of July proposed event dates) and shortens or results in cancellations from the higher yielding week-long stay family travel. We attached just one example of a family who requested being moved from their July 15th week vacation so to ensure they would not be in the destination during this second proposed festival. This phone call and follow-up correspondence was received because of this client being in the music business. The call was received on January 4th to inform our company there was a Rock Concert festival happening in Cavendish in the middle of July; long before an application was received at the Resort Office. This client happened to be in the 'know;' imagine what will happen if the 2-day Rock Concert was to get approved and announced. There will be destination-wide mass family cancellation requests. See attached correspondence. - Rock Concerts in the middle of July do not support the destination's summer family core values or brand. - While attending the January 16, 2023, Resort Municipality Council Meeting, the mayor informed council and those in attendance why Whitecap wanted these mid-July dates versus the publicly discussed and proposed late August early September dates. He explained it was because the entertainment industry has a North America

travel pattern. The mayor explained the entertainers begin their tour dates in the east during mid-June to mid-July and then travelled west in late-August to September. Attached is a simple Google search of large-scale festivals, events and concerts taking place in the east during late August to the end of September. Included in this list of entertainers performing in the east are Lady Gaga, ZZ Top, Billy Joel, Taylor Swift, etc. July 26, 2022.

Whitecap Public meeting minutes link:

<https://resortmunicipalitypei.com/wpcontent/uploads/2023/01/cbmfaftereventpublicmeetingjuly26.pdf> - The Special Events Guidelines states... "No marketing or communications for the special event, regardless of size, can take place until a special event application for preliminary approval has been received by the Resort Municipality. Events that do not follow this process risk having permits denied." Attached are email communications that predate Whitecap Entertainment's application to the Resort Municipality. The proposed middle of July Whitecap Entertainment new Rock Concert festival did not adhere to these Guidelines. See attached written communication. - Fairways Cottages supports a second concert/festival at the end of August or during the first three weeks of September, as the event will not displace peak season family travel pattern times. This concert/festival event could potentially partner with the Cavendish Beach Golf courses like the PGA American Express Dessert Classic La Quinta, California tournament and concert. They could develop their own golf tournament with a concert component. The Dessert Classic event attracts 'big name' entertainers such as Gwen Stefani, Darius Rucker, Maroon 5, Brad Paisley, Huey Lewis and The News, Goo Goo Dolls, etc. This proposed September event fits with Whitecaps newly developed brand, sommo fest, as summer doesn't conclude until September 23rd, 2023. It assists to extend the season and it fits with the destination adult demographic fall travelers. - Fairways Cottages opposes a middle of July two day large or major concert festival regardless of music genre.

Mayor Jelley asked Corey Arsenault to come forward as he had requested to speak. Corey Arsenault advised that he has been involved with the festival since 2009 and he feels that it is well organized. He advised that the group has a high standard in place for the festival and the Sommo Festival would be a good addition to the area.

Mayor Jelley read out an e-mail from David Macneill for the record outlining his concerns with damage to his property and the CAO's response to him. My name is David Macneill, a member of one of the three founding families of Cavendish. The purpose of this letter is to help you understand the impact of CBMF, both physically and financially. Since the inception of CBMF, my family and I have dealt with more than our share of issues. Being a business owner with 60 acres of land in Cavendish that borders Rte. 6 and Rte. 13, it has been a never ending battle.

First i'll start with destruction of property:

I have two business signs on Rte 6, Site of LMM Cavendish Home and PEI Kiteboarding. I'll start with the LMM sign. For years, since 1987 to be exact, we planted flowers beneath the sign in a 4ft by 8ft flower bed, so not just a few flowers. After three consecutive years of having them ripped out by drunken concert goers, in 2012 we gave up, ending a tradition my parents started 22 years prior. One would think that would be it, no. I actually witnessed a guy run full tilt throwing himself into the sign, I can't make this shit up! Luckily the sign escaped with some minor dents and a few scuff marks, minimal damage, but damage, nonetheless. Hopefully he woke up the next morning with more than just a hangover. Moving on....a number of years ago when Allan Weeks had his lot next to my property up for sale, once again drunken concert goers pulled his sign out of the ground and proceeded to throw it at my Kiteboarding sign. The next morning i found his sign impaled in mine. Needless to say it was destroyed and i had to replace it. Now i'm so paranoid of damage, I actually don't put it up until after the concert weekend, which is pretty bad when i can't even advertise my business. So that's Rte 6, lets move on to Rte 13. Next to Montgomery Park on the edge of our property are the National Historic Site

Monuments where we have an old fashioned longer fence around the perimeter of the monuments to keep our visitors from wandering into our fields. Every single year sections of the fence are destroyed, and every year we replace it. They say the definition of insanity is doing the same thing over and over again, clearly i'm insane. You would think i would've learned after the flower thing, but i'm just trying to keep up the authenticity of the historic site and property. I don't think LM Montgomery would be too impressed. You know who she right? The woman that put Cavendish and PEI on the map!

Next: Crop Damage and Litter

Regardless of how many No Trespassing signs we put up, concert goes from Marco Polo Land think it best to cut through our property that borders the campground and Rte 13, trampling the grain and hay crops as they stagger to and from the event grounds. Not only does my 90 yr old uncle and his two sons, who lease the land from us, have to put up with the loss of crops, they also have to deal with their Combine and Hay Baler picking up a ridiculous amount of bottles and cans that end up going through their machinery with some of it ending up in their hay and straw bales, which in turn puts a risk to their livestock. Not Cool!

If only the impact of the weekend stopped there. We all know that our peak season is quite short. We really only have 8 - 9 weeks to make it. Yes the shoulder seasons are getting stronger, but at the end of the day, July and August are our money makers. When I go back and look at my books for the historic site over the years, my sales are consistent from the last week of June to the end of August. Since 2009 -2010 that's changed. My sales and admissions drop 90% over that weekend, for every single year that CBMF has operated. No visitor who is not attending CBMF wants to be in the area. The few i have spoken with over the years that have visited my Site during CBMF weekend all have the same reaction, "If we had of known this was going on we would never have come to Cavendish." And as the concert weekend has become more well known, more and more families are choosing not to be here. Typically the average family stays are 7 days, with changeovers on Saturday/Sunday. So we are actually losing out on the week leading up to CBMF and the week following. i'm sure there are some accommodation operators who can attest to this as well. I may be mistaken but i do believe there is something in the municipality by-laws that state that nothing that displaces families- the targeted market at Peak season not be allowed??

So, all that being said, if i add up my lost income over the years, wages paid out, replacement of sign and supplies needed for repairs, it's quite confronting, and this is not even taking into account the man hours that go into trying to protect our property all weekend, we are talking just shy of \$70,000.00 and counting. So I ask you to put yourself in my shoes, and ask yourself if you would be ok with any of this, not to mention another concert the very next weekend? I think not! I have somehow learned to accept the CBMF weekend and what it's does to my business and property, but i cannot accept you crippling my business any further. I strongly oppose another concert weekend. I'm sorry i'm not there to voice my concerns in person, i'm just a little too far away.

Mayor Jelley read out an e-mail from Doug Horner as a new resident of the area and the CAO's response to him.

Although I have only been here a relatively short time, from what I have seen and heard from visitors to PEI and Cavendish while in line at the stores and shops, the festival is an incredible feather in the cap of Cavendish. Cavendish is well known as a prime tourist area throughout the summer with packed restaurants, cottages and hotels, amusement parks, souvenir shops as well as coffee shops, gas stations and others. This extends to many other surrounding communities like North Rustico, Kensington, Summerside and Charlottetown and beyond. By adding the second concert immediately after CBMF, we are able to change what is usually a two or three day stay into a week or more of additional tourist dollars flowing into all our businesses... and what community doesn't want more of that when they can?

Mayor Jelley read out the e-mail from Murdock Morrison and the CAO's response to him. Mighty cold here and glad so many warming centres are helping this in need. Just wanted to add a comment on the Cavendish Music Festival. I believe that security and safety are two of the critical elements that are needed for a successful festival. From what we heard from some who attended last year, they felt the prices for food and drinks were way too high and some were sneaking in their own food and drinks. No one should be admitted if the gate supervisors suspect that the person is intoxicated to a level that he/she can cause trouble. This really should be a security person/s to handle such a situation. All the best with meeting.

Mayor Jelley read out the e-mail from Treena and Kyle Hann and the CAO's response to them. I sincerely hope that Council will look favorably at this event and continue working with organization that broaden our offerings to the world.

Mayor Jelley read out the e-mail from Damien Cox and the CAO's response to him. Just wanted to drop you a note regarding the proposed Sommo Festival. I understand there will be some local residents in support, others not so much. I can say that we would welcome the event as another live music opportunity on the island during the summer. We understand there are always inconveniences that come with such an event, but we feel the pluses would outweigh the minuses. Just wanted to communicate that to you.

Mayor Jelley read out the e-mail from Doreen Walsh and the CAO's Response to her. I am the fundraising chair for Artistic swimming PEI (formally known as Synchro PEI). Our organization has volunteered at the CBMF since it first started. This is the biggest fundraiser of the year for us. We receive an honorarium from the organizers for our work which is divided among those who work over the festival. Volunteering, at this festival, allows us the opportunity to raise funds for our organization, over a weekend compared to multiple small events over the year. The money made goes to each swimmers fundraising account, through this they are able to keep their registration costs lower, it can be used towards competitions off island, buy equipment needed ie: competitive suits etc. We already have a list of people interested in volunteering this year and we hope to continue volunteering at this festival and any other festivals that come forward.

Phyllis Carr said she loses business during the Cavendish Beach Music Festival and she worries the same will happen with this new festival. She stated that the family market, which is the backbone, of our area from the second week of July to the last week of August, it's our only time for family market. She advised that it would be great to have this one, because I'm all about food and music, but I just don't think the date's the right time. I really think it's going to hurt us.

Mayor Jelley read out the e-mail from Melissa Gallant and the CAO's response to her. She has advised that the Cavendish municipality is for families to all enjoy. Personally, I think back to back events like this would have a greater long term negative effect for the municipality.

Mayor Jelley read out an e-mail from Larry Stordy and the CAO's response to him. He likes the idea of a new festival from the same ownership group that is aimed at an "older" age group. I think that demographic will enjoy the experience and is exactly the type of visitor to PEI that will stay longer, spend more money etc. I think it is a great idea.

Mayor Jelley read out an e-mail from Stephen MacKinnon and the CAO's response to him. I would be supporting this second event regardless of whether we were involved or not. This event creates commerce, which if you are in business, helps us all.

Mayor Jelley read out a letter from Moduloc Maritimes and the CAO's response to them. Music Festivals and other community based public events are a great way to raise awareness about the community as well as bringing in thousands of dollars in outside money. Local businesses and vendors see increased revenues during these events. In our opinion the benefits far outweigh the small inconvenience created by them.

Mayor Jelley read out a letter from Toursec Entertainment and the CAO's response to them. They are in support of the event with the economic spin off is a great add on to helping many businesses achieve more financial gain in their areas of expertise. Gas stations, cottages, campgrounds, local stores, restaurants, golf courses and amusements parks are all great candidates for extra earnings over an additional 2-day event. There are also an additional, almost, 400 people who directly work with the event itself that could really use the extra income support as well that this event would bring. From our perspective, we have upwards of 130 staff per day/night scheduled for these events. We love being able to provide these bonus weekends to our staff to help them pay their bills. Looking forward to working in your Municipality for a second show in 2023.

Smita Prakash advised that she is new to PEI but in her country there are festivals happening every weekend. She commented on the demographics and shout out loud and clear for the family market. She commented on a festival name that is easily understood by everyone. She commented on the festival being held later in the season in late August or September and the businesses in the area would support and promote it.

Aubrey Bell asked where the inspiration for the event came from and Ben Murphy replied Bottle Rock in Napa Valley with wine and other events as part of it. He commented on music, food and drink being the three focuses for the event. Aubrey Bell asked about the 15th hinging on the Act and that they dictated the timing of the event. So, who is the act? Ben Murphy advised that there would be a number of acts over the two days.

Aubrey Bell asked about supporting the core brand of the area and that being families. Mayor Jelley advised that the entertainment cannot be named as that is part of the guidelines. Aubrey Bell questioned how an act can dictate when the event happens. He advised that the festival impacts a number of businesses in the area and the core brand.

Sandi Lowther advised that the Lowther's and Murphy's have been friends for a number of years. She advised that Kevin is always about adults, beer and food.

Sandi Lowther advised that we don't not support a second festival. We truly support further use of the event grounds, it's beautiful, but we absolutely, adamantly oppose anything that disrupts the week-long family stays. We wish you all the best with the Sommo Festival and I'm telling you it's not going work in the middle of July, but it sure will work the end of August, into September.

Sandi Lowther said she's already had cancellations from families who don't want to stay in Cavendish if a rock concert is going to be held that weekend. She's not against the concert, but she doesn't believe the second weekend of July is a good idea.

Ben Murphy advised that he has different opinions and they have had a good relationship over the years and hope to continue that way. He advised that by holding the event later in September it is harder to get staff as well.

Ben Murphy advised that they can look at changing the dates in 2024 / 2025.

Mayor Jelley read out the e-mail from Greg Caseley and the CAO's response to him. Caseley's Tent & Party Rentals like so many other businesses was hit hard with the pandemic and we are lucky that we survived. The losses we incurred are still being made up with future business. So we welcome concerts such as the July 14,15,2023 to rebuild our company.

Caseley's Tent & Party Rentals lost a key person in our organization. Jamie Caseley was our leader and we appreciate everything you have done for our family and organization by recognizing him at the Concert site with his name inscribed on the rock at the stage and the anchor placed in the ground for us to tie the tent to. This is a special place for me and I will be forever grateful to Whitecap Entertainment for doing this. In the name of Jamie he would love to see this concert proceed and bring people together. He was that kind of guy.

Jen Levy advised that she supports the festival for the area and that it will bring people to the area.

Mayor Jelley read out the letter from Dodge Ball PEI and the CAO's response to them. Events like CBMF provide organizations like DBPEI an opportunity to raise funds to support our initiatives, in our case, our athletes, many of whom go on to compete and represent Prince Edward Island on the National stage. Without funding raised through these volunteer efforts we would not be able to run our programming and support our community members to meet their full potential. The chance to potentially have more opportunity to support our community through raising funds via volunteering is something DBPEI would support and value.

Dan James operates Kindred Spirits Inn & Cottages, which is near the concert site, said he's been able to adjust to the challenges of the Cavendish Beach Music Festival. He advised that people have already booked for the second weekend in July, and are not expecting to be staying next to a rock concert. Having the mix of non-concert-goers and concert-goers is like an accommodation's providers worst nightmare. The first few years of the festival I gave more refunds to both festival-goers and non-festival-goers because they just didn't get along. James said there is little upside of the second festival that weekend. There's no upside for my business at all to have a festival on July 14, 15 this year at all. I'm booked solid that weekend.

Ben Murphy advised that until they do a festival this way and get known for the event then they can look at changing the dates in 2024 / 2025, but they have to establish the festival and then acts will want to come.

Linda Lowther asked if there were other models used besides the Bottle Rock Festival with beach, food and wine and see what can be done for an event later in the season.

Mayor Jelley advised that just to go back to Dan James comments that the festival didn't happen overnight and with consultation now it is longer term planning on this new event.

Steve Murphy advised that he agrees with Jen and Phyllis. He advised that they lose 15 – 20% on the weekend of the festival. He said we don't want to be in the outside looking in and we want to be in control of what is in our back yard. He advised that he doesn't envy Council and their job. He said that there is a lot of logistics to work out and it is important for the area and a way to get this done.

Paul Larkin said his first comment is that he sat on the Tourism Board and the East and West are developing and marketing their strengths. He advised that everyone can't stay in Cavendish. He advised that his business is busy for breakfast and in the afternoon but less so in the evening. He said that he believes that PEI is turning into a mini Hawaii and people are vacationing as a way of life. He commented on September and there being a staffing issue for everyone at that time.

Mayor Jelley read out an e-mail from Rick Bowden. Please send me information regarding the proposal for an addition summer music festival in Cavendish. The optics of holding a vote in February on this very important and potentially divisive proposal, when half of the residents are unaware of the proposal or are unable to attend, reflect poorly on the council. May I suggest that information be distributed to all residents, an information night and then open forum held during the summer and a vote in late August by all residents. (on-line, mail in or walk in). This event will impact all residents, so give all residents ample opportunity to be informed and participate in the process. Mayor Jelley advised that we are a year-round community and decisions are made throughout the year. There is a public process for events and that is the purpose of the meeting tonight.

Mayor Jelley read out an e-mail from Gordie Cameron. This is Gordie from the Boardwalk Motel, if the proposed second concert weekend gets approved by council will there be a second concert weekend starting this coming summer (2023) and how many nights will the concert be held? Also do you know what genre of music that the second concert will be?

Tyson MacInnis advised that he agrees with comments that have been said at the meeting tonight. He advised that his property is on the other side of the site. He advised that another festival is great for the area, but not the weekend after CBMF. He advised that it will displace the family market and that is the key brand for the area. He advised that he would support this type of concert in June or September but not in July. He advised that this could be a great event as part of the fall flavors. He advised that this event during July 14 – 15 will only hurt tourism and there will be lots of complaints. He advised that it seems like this is being pushed for this date and he hopes that it will be looked at for all operators and the impacts on them.

Rhonda Sexton advised that using a weekend right after the music festival event during the family market flies in the face of working together. She advised that the organizer should sit back at the table and look at another date and here is a great opportunity to work together with the operators on a new date that will suit operators in early June, late August or September.

Sally Pineau is the General Manager of Marco Polo Land and reiterated the comments made by Tyson and others at the meeting tonight. She advised that they don't invite families during the music festival and they close the water park as they don't want their family market being impacted two weeks in a row.

Ben Murphy advised that he appreciates everyone's opinions and that they can revisit the dates in 2024 / 2025.

Mayor Jelley advised that Shane Hubley from the RCMP was unable to be here tonight but he had talked with the Mayor and the RCMP will have staff available two weekends in a row and the cameras and devices will be in place so it is better for them to have the event two weekends together.

Mayor Jelley advised that the public that they have until February 15, 2023, at 4:00 p.m. to send in written comments.

Mayor Jelley advised that there were 20 people into the municipal office looking for information, 25 phone calls were received and 29 written comments were received to be read out for the meeting tonight.

Mayor Jelley asked if there were any further questions.

Mayor Jelley advised that the planning board will meet on February 22, 2023, and the Council on February 27, 2023, at which time a final decision will be made on the application.

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Mayor Jelley thanked everyone for coming to the meeting.

ADJOURNMENT:

Mayor Jelley adjourned the meeting at 9:32 p.m.



Handwritten signature of Matthew Jelley in blue ink, written over a horizontal line.

Mayor, Matthew Jelley



Handwritten signature of Brenda MacDonald in blue ink, written over a horizontal line.

CAO, Brenda MacDonald