

Public Meeting
Cavendish Beach Music Festival After Action
July 29, 2024 at 6:30 p.m.

The Public Meeting was held on July 29, 2024, at 6:30 p.m. at the Cavendish Visitor Information Centre.

PRESENT: Acting Mayor Lee Brammer, Councillor Clark Dunning and Councillor Kay Hryckiw.
Brenda MacDonald, CAO, Heather Hay Deputy CAO.

ABSENT: Chris Robinson and Ryan Simpson.

VISITORS: There were 13 visitors in attendance at the meeting.

CALL TO ORDER:

Acting Mayor Brammer called the meeting to order at 6:30 p.m.

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

Acting Mayor Brammer advised the public of the public meeting process and that the meeting was being taped for accurate minutes for the municipal office.

Acting Mayor Brammer advised that the meeting was being held to discuss the 2024 Cavendish Beach Music Festival After Action for the event held from July 5 – 7, 2024, and that no other business would be discussed.

Acting Mayor Brammer introduced the Senior Ops Team Members that were present at the meeting and that they would be speaking on behalf of each of their Departments at the meeting.

Ben Murphy — Cavendish Beach Music Festival

Nick Doyle – District Commander – RCMP

David Rossiter - Provincial Fire Marshal's office

Heather Rossiter — Liquor Control Commission

Ellen Stewart - Department of Health and Wellness.

The meeting review process is part of the Special Event Guidelines for the municipality and is held each year following the event.

Acting Mayor Brammer advised that he asked the public to have their questions and comments to a limit of a few minutes each to allow everyone the chance to ask questions and to allow for responses.

Acting Mayor Brammer asked Ben Murphy to speak about the event.

Ben Murphy – CBMF:

Ben provided numbers of around 46,000 for the three days in total of participants that attended the festival. Saturday was the busiest day of the weekend.

On Thursday night there were between 2000 to 2500 in attendance. A lot of the people in attendance were locals on Thursday night.

The timing of the fence going up in the area was appreciated with it being installed later.

The weather didn't create many hiccups.

Pretty smooth process this year for the event.

The Senior Ops team and these meetings help to eliminate any issues during the event as any issues can be addressed prior to or during the event.

Alexander MacKay from Alexander and Darlene's Farm Haven commented on guests to his property and them commenting on the free water stations and that there were more this year on site and it was appreciated.

Ben Murphy advised that there improvements to the water stations and keeping people hydrated at the festival is a big thing each year.

Frank Morrison advised that he would wait to speak until the end of the presentation as his questions may get answered during the course of the meeting.

Nick Doyle – RCMP:

Nick Doyle District Commander with the RCMP advised that their priority was public safety.

The call log was a lot lower this year during the event.

The RCMP did a lot of traffic control during the event.

The first night had a few issues, but the last two nights went over smoothly as the issues were resolved with people exiting the site and the walking traffic.

Alexander MacKay commented on the police presence during the event and that it would be good to see more of a presence during the summer each week.

Would be nice to have weekly patrols from New Glasgow to Stanley Bridge as there is a drag strip in this area from the round about down.

There was a small incident at the round about with a trailer in Stanley Bridge with an RCMP officer, but they were not hurt.

Ben Murphy advised that following the 2023 event they hired a traffic consultant to look at the road with one road in and out of the community, so improvements were made to the traffic plan on the exit strategy and it has been working well.

David Rossiter – Fire Marshal's office:

David Rossiter advised that the overall site approval was for 22,500 for this year.

Things went very smooth this year.

There were a couple of vendors that they had issues with.

Staff were there from the Fire Marshal's office for the entire event.

The Fire Marshal's office did some drone flights over the site and they were able to see where people were congregating on site and it puts the whole site in perspective.

The drone was able to help with counts as well and the Fire Marshal's office did a head count every 15 minutes at the top of the gate.

Front of stage is always very packed.

Department of Health and Wellness:

Ellen Stewart was there to report for Health.

There were 4 health inspectors on site.

They did 92 inspections over the weekend with the vendors on site and 72 bar inspections.

Samples were collected from each vendor.

UV light and washrooms were monitored on the site.
No major issues and no reported illnesses report post event.

Liquor Control Commission:

Liquor Control Commission Staff were on site during the event.
It was not too hot or rainy on the weekend.
No major issues.
They worked with security during the event.

Councillor Kay Hryckiwiw asked about the bracelets and underage drinking.
Heather advised that there were no violations for underage drinking.
There are more issues with parents passing liquor to children on the site.

Acting Mayor Brammer advised that there were three letters received prior to the meeting.

Acting Mayor Brammer read the letters out for the record.

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"Good afternoon ; in preparing for tonight's "history making " meeting I want to thank Pam for finding this information " it is illegal to use drugs/tobacco /vape in public places on PEI , including the Music Festival ". It also includes National Parks . This is great news for all of Canada as smoking causes a high percentage of forest fires . Tonight I will have more news at Provincial /Municipal level , and Buck Watts will share his experience in eliminating smoking at the National Park . I will explain the " history " aspect this evening . Any questions , call me 902 393-1377, talk soon, Frank."

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*"I'm afraid that I am unable to attend this evening's meeting. I would like to commend the organisation of this year's event. The extensive police presence, extending as far south on Rte 13 as Mayfield (and possibly beyond) had a definite impact on the amount of drunk and disorderly behaviour and vandalism that has plagued the event in previous years. Thank-you!
Knit Pickers by Margaret McEachern"*

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*"Hi Brenda,
A brief comment about the festival. I just want to note that from our perspective, obviously not living adjacent to the festival, there was a vast difference in the level of disruption this year compared to its early years. Obviously, the fact that White Sands was not used for accommodations has had a major influence but that is not the only factor making the festival far less intrusive. The organizers deserve credit for this.
David Kent"*

Acting Mayor Brammer advised that the public has until August 5, 2024 to send in any written comments.

Frank Morrison advised that the e-mail says what they want it too and that we have a Smoke Free PEI and that the RCMP can enforce this regulation.

Frank Morrison advised that they are big supporters of the music festival.

RCMP advised that they could do some joint messaging with the music festival and spreading the word on Smoke Free Places, but they will not be putting it out the information on their own.

Frank Morrison advised that he was concerned about a butt stop here at the Visitor Centre and that the Fire Marshal's office should enforce that it is not allowed.

Provincial Fire Marshal advised that a public building is required to have cigarette butt holders to put a cigarette out so that the public is not throwing it into bushes and mulch and starting fires in other areas.

Acting Mayor Brammer advised that the Council could support their initiative to get the word out.


Jim Brown asked Ben Murphy what the festival organizer finds afterwards on site when the event is over.

Ben Murphy advised that there are lots of debit cards and there are phones, ID's and other items. The public does come back to the festival to claim what they have lost to see if it is there.

ADJOURNMENT:

Acting Mayor Brammer adjourned the meeting at 6:56 p.m.


Acting Mayor, George Clark Duning


CAO, Brenda MacDonald