

Public Meeting  
Cavendish Beach Music Festival After Action  
October 15, 2024 at 6:30 p.m.

The Public Meeting was held on October 15, 2024, at 6:30 p.m. at the Cavendish Visitor Information Centre.

PRESENT: Mayor Lee Brammer, Deputy Mayor Clark Dunning. Councillors Kay Hryckiw, Ryan Simpson and Chris Robinson.

Brenda MacDonald, CAO, Heather Hay Deputy CAO.

ABSENT: Nil.

VISITORS: There were 12 visitors in attendance at the meeting.

CALL TO ORDER:

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

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

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

Mayor Brammer advised that the meeting was being held to discuss the 2024 Sommo Festival After Action for the event held from September 13 – 14, 2024, and that no other business would be discussed.

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

Mayor Brammer advised that each department will speak and then the public can ask questions.

Mayor Brammer asked Ben Murphy to speak about the event.

**Ben Murphy – SOMMO:**

Ben advised that year two was bigger than year one of the festival.

There were 36,000 to 37,000 people over the two day period.

20,000 people were in attendance on Friday night and 16,000 were in attendance on Saturday night.

There were a lot of new people this year.

There were a few issues on Friday night with the weather, but overall things went well.

They received lots of great feedback from operators and the economic feedback.

They expect the event to grow in year three.

Bo – Cavendish Lodge asked about the dates of the 2024 Sommo Festival.

Ben Murphy advised that a date has not yet been sent.

Phil Davison advised that it was a great festival.

The accessibility at the site is a nice piece, but there needs to be some paving in the accessible area to assist people to be able to get to the accessible area easily from their car into the site, otherwise it is quite difficult.

On the big screens between performers it would be good to advertise Cavendish on the big screens to promote the area and profile Cavendish.

Land recognition at the event was questioned and if it was acknowledged.

Ben was thanked for bringing in world renowned talent to the area.

Ben Murphy thanked Phil for the comments and advised that if the Province of PEI wants to contribute some marketing dollars to the ads during the event that they could promote the area and the Island. He also thanked Phil for his comments on the talent.

Ben Murphy advised that the land acknowledgement was completed at the start of the event.

Phil Davison advised that as a resident there are a lot of people walking through his property to get back to the National Park Campground. He advised that he put on a vest to stop some of the traffic from coming through his property and they were very friendly, but something needs to be done with Parks and getting people back to their location safely.

Bo – Cavendish Lodge asked about an e-mail being sent out on the dates when they are known.

He advised that it was pretty brilliant to have it in September and it has a huge economic impact on business and allowing businesses to stay open later than normal that helped everyone.

Ben Murphy advised that the information would be posted on the CBMF site as well as sent through to the municipal office to be sent out in the updates.

**Shannon Hodder – RCMP:**

Shannon Hodder with the RCMP advised that he didn't have any stats with him from the concert weekend, but that he could provide them to the municipality if they want them.

The RCMP had an increased presence for the event.

They were able to get officers again from New Brunswick and Nova Scotia to work on the event and everything went quite smooth.

Friday night the crowds stayed until the end causing some traffic congestion, but on Saturday night people were leaving earlier and there was a steady flow of traffic on the road.

Councillor Kay Hryckiw asked about the shuttles for next year and what the plans are.

Ben Murphy advised that schools are in during September and it was the biggest day for cruise ships so there were minimal buses available and the school buses were not available since school is back in so there are some challenges with busing.

**David Rossiter – Fire Marshal's office:**

David Rossiter advised that things went well and they were busy.

They had their operational trailer on the hill of the site.

Staff were around the site every hour checking numbers.

There were some challenges with vendors and they were told to follow the process or leave the site.

They did 2 to 3 drone flights over Parks Canada land to check the crowd density.

Friday night had the RCMP on site, Fire Marshal's office, Brenda MacDonald from the Resort Municipality and the EMO office and due to the weather the promoter made the right call in delaying the show.

**Department of Health and Wellness:**

Neha Gang was there to report for Health.  
Water sampling was done 3 to 4 times.  
69 places were checked during the concert.  
There were no major issues at any properties.

**Liquor Control Commission:**

Liquor Control Commission Staff were on site during the event.  
Everything went well.  
There were lots of people on the field and not many issues.  
Processing of people at the site went well.  
The Sommo Festival has a different vibe to it.  
The Liquor Commission was pleased to extend the time on the site to allow for the weather delays on Friday night.

Councillor Ryan Simpson asked about people being ID.  
Heather Rossiter advised that when the people were ID at the start, they didn't need to be again.

Linda Lowther asked about the crowd being different from Sommo than CBMF.

Ben Murphy advised that the crowd is very different for Sommo.

Mayor Brammer read the letters out for the record that were received prior to the meeting.

On Fri, Sep 13, 2024 at 11:16 AM wrote:

Hi Brenda,

just letting you know that the bang, bang, bang from their base this morning was unreal, I could hear the thump, thump in the house with the TV on. I even had guest from 2 cottages say it was awfully loud and one girl could even hear it in the shower. I don't think the base needs to be that loud considering the people attending are less than 2000 feet away. There should be stricter controls on the noise levels. We should not have to hear loud based 7kms away from the festival site and it's pretty bad when the young attendees staying here is also saying the base is too loud with the thump, thump, thump cause after all they are paying to go attend and listen to it. So this is my complaint to be filed for the feedback when you have the meeting on Sommo.

Thanks, Lorraine

Page Five

Mayor Brammer advised that the public has until October 18, 2024 to send in any written comments.

**ADJOURNMENT:**

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



\_\_\_\_\_  
Mayor, Lee Brammer



\_\_\_\_\_  
CAO, Brenda MacDonald