

Public Meeting
Cavendish Beach Music Festival After Action
July 28, 2025 at 6:30 p.m.

The Public Meeting was held on July 28, 2025, at 6:30 p.m. at the Cavendish Visitor Information Centre.

PRESENT: Mayor Lee Brammer. Councillors Catherine Peconi and Ian Stewart.
Brenda MacDonald, CAO.

ABSENT: Ryan Simpson and Kay Hryckiw.

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 only.

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 10 – 12, 2025, and that no other business would be discussed.

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

Linda Somers and Richard Blacquiere — Liquor Control Commission

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 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.

Mayor Brammer asked Ben Murphy to speak about the event.

Ben Murphy – CBMF:

Ben advised that CBMF 2025 was a pretty safe and successful event.

There were around 50,000 people that came through the doors.

Thursday and Saturday saw equal numbers with 75 – 80% of visitation from off Island.

Average age was low to mid 30's.

Any issues that came up were addressed through the weekend.

The weather was not too hot and not too cold that helped with the event, as it never went above 24 degree.

There were not a lot of transports to the hospital.

A couple of changes were made at the site.

Parking lot and exit plan worked well.

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Mayor Brammer asked if there were any questions for Ben Murphy.

Dale Ferrish with Sunset Campground advised that the businesses could not get out after the concert to take people back as it was quicker to walk as they could not turn out on the West Side. He advised that people won't buy the bus passes if they can't get out and can walk back faster to the site.

Ben Murphy advised that they would look at it for next year.

Jim Brown asked if the change in the Bridge Toll would change the attendance at the event next year since it is cheaper to come now.

Ben Murphy advised that it wouldn't hurt with the bridge tolls being lower for visitation changes.

Julie Ann Gauthier asked if CBMF could be moved more into the off season like earlier in June. She advised that if 75% of the visitors are from off-Island at the concert, it makes the area like a ghost town.

Ben Murphy advised that when you look back in time with the weeks of the concert that the event solidified the week after Canada Day. He said that it is something that they can look into as far as dates, or to have a third event in June.

Mayor Brammer advised that the community and businesses are pleased with the dates for the Sommo Festival in the fall as it has extended the shoulder season and people are staying in the area longer.

Ben Murphy thanked the Senior Ops team and all agencies for their work on the event.

Nick Doyle – RCMP:

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

It was the best year for the traffic plan.

With the upcoming Sommo festival public safety will be the priority especially with extra walkers and drivers with no buses.

Mayor Brammer asked for any questions.

Jim Brown asked if there were any instances that stood out for the RCMP.

Nick Doyle advised that there were no specific instances that stood out. Very similar to prior festivals.

David Rossiter – Fire Marshal's Office:

David Rossiter advised that their office was very busy during the weekend as they had three structural fires around the Island to deal with during the concert. Things went well during the event at the site.

Mayor Brammer asked for any questions. No questions were raised.

Mayor Brammer advised that the Department of Health was not in attendance at the meeting.

Liquor Control Commission:

Richard Blacquiere advised that it was a good run with the event this year.

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They had 4 employees on the field this year and 6 under cover.
There were a number of people removed from the site for fake ID's and liquor to underage.

Code of Conduct during the event was discussed and how it helped them to enforce things at the site so that people knew what the regulations were.

Mayor Brammer asked if there were any questions. No questions were asked.

Mayor Brammer moved on to advised that there were 5 calls received at the municipal office on the meeting and two written comments were received to be read at the meeting tonight.

Mayor Brammer read the two letters into the record for the meeting.

Sarah Simpson
Hi Brenda,

We aren't able to attend the meeting, but have a piece of feedback.

Overall we saw less public intoxication than previous years, which is positive.

We went to see Shania on Thursday evening and really enjoyed the show. There was an issue though, the location of the one bank of public porta potties and their layout was unsafe in our opinion. They were set up in a horseshoe configuration, which made a very congested bottleneck between sets. A crowd crush like situation wasn't far from happening. Having just the one GA washroom location for both drinkers and families/non drinkers wasn't ideal, I saw small children, older folks and families trying to navigate amongst a thick crowd of heavily intoxicated people just to use the washroom before Shania was onstage, and saw children struggling with the crowd. There really should be a few access points, perhaps one specific to the drinking crowd so children don't need to witness that. I'm quite pregnant and was pushed around a bit by impatient drunk people trying to push through the crowd, which was dangerous and unpleasant. There also didn't seem to be security in that immediate area at that time. The situation I experienced probably lasted 15 mins. Perhaps this could be shared with the organizers?

Deputy Mayor Kay Hrykciw
Good day Brenda

Sorry I was unable to attend tonight's meeting.

Here's my comments for tonight's meeting.

First if all, I felt the concert went well. Very happy with organizers, seniors op team and everyone involved. Great job to all.

My only 2 complaints are;

Forest Hills Lane, the pedestrian walkway up to site and the road behind the vendors. Very dusty. Nothing a bit of calcium can't fix.

2nd is the speed of golf carts zipping in and around the site and on forest Hills Lane. Some have no lights, only a person holding there cell phone flashlight. This should be address for Sommo Festival. It's a safety issue. But overall very happy with weekend and looking forward to Sommo Festival this September.

Mayor Brammer asked for any questions. No questions were raised.

Mayor Brammer advised that the public has until July 31, 2025 to send in any written comments.

Mayor Brammer thanked everyone for coming to the meeting and providing feedback on the event.

Mayor Brammer thanked all the Senior Ops Team, Council and Staff for their work during the weekend.

Mayor Brammer thanked Garth and Donna MacNeill for volunteering to help pick up garbage in the area as well during the event with the maintenance staff.

Mayor Brammer advised that there are comment sheets at the entrance that can be filled out and returned to the office by July 31, 2025.

Adjournment:

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



Mayor, Lee Brammer



CAO, Brenda MacDonald