

Public Meeting
Cavendish Beach Music Festival
June 10, 2026 at 6:30 p.m.

The Public Meeting was held on June 10, 2026, at 6:30 p.m. at the Cavendish Visitor Information Centre.

PRESENT: Mayor Lee Brammer, Deputy Mayor Kay Hryckiw, Councillor Julie Gaudet and Councillor Ian Stewart. Brenda MacDonald, CAO.

ABSENT: Ryan and Sarah Simpson.

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

CALL TO ORDER:

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

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

Mayor Lee Brammer advised the public of the public meeting process and that the meeting was being taped for accurate minutes and no other reason.

Mayor Brammer advised that the meeting was being held to discuss the 2026 Cavendish Beach Music Festival from July 9-11, 2026 and the Sommo Festival from September 11 – 12, 2026, and that no other business will 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 – Sergeant – RCMP

David Rossiter - Provincial Fire Marshal's office

Alex Ellsworth — Liquor Control Commission

John Kennedy - Department of Health and Wellness.

The meeting review process is part of the Special Event Guidelines for the municipality.

Mayor Brammer asked Ben Murphy to speak about the two events.

Ben Murphy advised that the kick-off party for CBMF will be on the Wednesday night and it is free for anyone to attend and people will be able to see the new structure on the site.

Ben Murphy provided expected numbers for CBMF for 2026 at around 15,000 - 20,000 per night with a more mature crowd. Saturday will be the busiest night. There are no major changes with the event.

Ben Murphy advised that 75% of the people coming are from off-Island.

Ben Murphy advised that there are no changes from last year to the parking and how they exit the site at the end of the night.

Ben Murphy commented on the Sommo Event and Friday night of this event is expected to be the busiest night of the event. Crowds are expected to be similar to CBMF and site set up will be similar.

Ben Murphy advised that with Sommo it is on Friday and Saturday and there is no kick-off party.

Ben Murphy advised that the crowds are in there mid 30's so it is a more mature crowd for both festivals and they have grown up coming to the festival for the last 10 years.

Ben Murphy advised that the crowds will be similar to years 1 and 2 of the event. Friday night is expected to be the busier night.

Mayor Lee Brammer asked the public that if they had any questions, to come to the mic and state their name for the record.

Bo Chen with Silverwood Motel asked about ticket sales for this year compared to last year as they have a lot of vacancies this year compared to last.

Ben Murphy advised that they are expecting 15,000 to 18,000 per night and the ticket sales are slower this year.

Ben Murhpy advised that in 2022 they sold out. He said that people have really changed their buying patterns. He advised that from 2009 – 2019, 30 to 40% of the ticket sales were done the last month before the concert dates. He advised that ticket sales are trending that way right now month by month for the 2026 events.

Ben Murphy advised Bo to reach out to his staff and they may be able to work something out with them to promote their business with ticket sales as part of it for the festival.

Jim Brown asked if the World Cup had any issues on ticket sales. He advised that people would spend more money at the world cup if he was going.

Ben Murphy advised that he has not heard any issues about the world cup conflicting with people coming to the concerts or not.

RCMP:

Nick Doyle from the RCMP advised that there will be no changes from last year.

There will be a strong police presence in the area.

There will be over 40 members in the area and they will be working with the staff from the Department of Transportation on the highway as well to keep traffic moving.

Some officers will be over from New Brunswick and will be running the traffic unit.

Mayor Lee Brammer asked if there would be over 40 officers per day.

Nick Doyle advised that there would be over 40 officers per day in the area.

Jim Brown asked if the RCMP would be doing enforcement on speeding.

Nick Doyle advised that every year during the concert the RCMP are doing traffic enforcement and spot checks throughout the area and that will continue.

Page Three

Provincial Fire Marshal's Office:

David Rossiter advised that the event is status quo from the Fire Marshal's office.

The office is working on the final numbers for the site and they want everything completed two weeks before the event.

They are also working on numbers for the new structure.

They are hoping for no special bans this year, as there were some in place last year.

Jim Brown asked if there would be fireworks at the events.

David Rossiter advised that there will be pyrotechnics on stage for both events.

Department of Health and Wellness:

John Kennedy advised that the Department has been working with the food vendors.

Water sampling has begun at the site and will continue until the event.

There will be pre-inspections before the event with all vendors and on the site.

On July 9 – 11 there will be 3 - 4 inspectors on the site.

They will be checking washrooms and facilities during the events and will also be around checking other businesses in the area.

Liquor Control Commission:

Alex Ellsworth advised that things are status quo with the Department.

There are no major issues on site.

Code of Conduct will be implemented and be in place for both events.

Jim Brown asked if the music festival site had been approached from the new movie that is happening about using pictures of crowds from the site in the movie.

Ben Murphy advised that they have not been approached by the group, but it is a good idea.

Mayor Lee Brammer advised that four calls were received at the office looking for information about the meeting.

Mayor Lee Brammer advised that there was no written correspondence received prior to the meeting.

Mayor Lee Brammer advised the public that they can send in written comments until June 12, 2026, on both events and there are sheets that can be filled out at the front of the room or an e-mail can be sent .

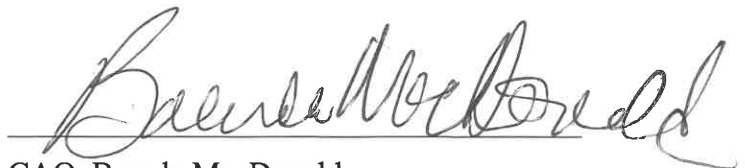
Mayor Lee Brammer thanked everyone for coming.

ADJOURNMENT:

Mayor Lee Brammer adjourned the meeting at 6:46 p.m.



Mayor, Lee Brammer



CAO, Brenda MacDonald