

Public Meeting
Sommo Festival After Action
October 13, 2026 at 6:30 p.m.

The Public Meeting was held on October 13, 2026, at 6:30 p.m. at the Cavendish Visitor Information Centre.

PRESENT: Deputy Mayor Lee Brammer, Councillors: Magnus McDermid and Ryan Lowther
Brenda MacDonald, CAO, Heather Hay Deputy CAO.

ABSENT: Mayor Matthew Jelley, Councillors: Tyson MacInnis, Jane Woodley and Lucas Linkletter.

VISITORS: There were 7 visitors in attendance at the meeting.

CALL TO ORDER:

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

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

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

Deputy Mayor Lee Brammer advised that the meeting was being held to discuss the 2026 Sommo Festival After Action for the event held from September 11 – 12, 2026, and that no other business would be discussed.

Deputy Mayor Lee Brammer advised that the meeting review process is part of the Special Event Guidelines for the municipality and is held each year following the event.

Deputy Mayor Lee Brammer advised that input will be received until 11:59 p.m. following the meeting as input had already been requested following the event.

Deputy Mayor Lee Brammer asked Ben Murphy to speak about the event.

Ben Murphy – Sommo Event:

Ben advised that there were around 9,000 people at the site per day with a total of around 20,000 people overall. It was a great event and there were no real issues.

It was a little younger crowd that attended this year with a lot of parents attending.

It was the busiest early crowd of people attending for the event, it was busier than the early start with the Cavendish Beach Music Festival crowds.

75 % of the people were from off Island.

Ben advised that 75% of the people were new and 50 states were represented from ticket purchasers.

Deputy Mayor Lee Brammer asked how the new structure worked out for the event.

Ben advised that there was a lot of positive feedback on the building and the public enjoyed it for shelter during some of the windier times of the weekend.

Deputy Mayor Lee Brammer moved on to RCMP.

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RCMP:

Shannon Hodder advised that it was an uneventful weekend.

The RCMP had local resources so it was similar staff from last year so they knew what to expect. Traffic flow before and after the event went well.

Deputy Mayor Lee Brammer moved on to the Liquor Control Commission:

Liquor Control Commission:

Richard Blacquiere advised that the Liquor Control Commission had no concerns.

All of the plans for the event worked well.

The public picked up the garbage on the site.

Deputy Mayor Lee Brammer moved on to the Provincial Fire Marshal's Office.

Fire Marshal's Office:

David Rossiter advised that there were no issues for the Fire Marshal's office as well.

If anything came up on site it was dealt with quickly.

Fire Marshal's office did their rounds every hour on the site.

The fire marshal's staff were not all on site due to the solar bank fire in Summerside.

Deputy Mayor Lee Brammer moved on to the Department of Health and Wellness.

Department of Health and Wellness:

John Kennedy advised that there were no major concerns.

Inspections on the site were done on September 10.

There were 3 to 4 inspectors on site daily during the event.

There were no major concerns.

Deputy Mayor Lee Brammer thanked all government departments for their comments.

Deputy Mayor Lee Brammer advised that there were 4 people into the office, 2 phone calls and 3 e-mails received prior to the meeting and they will be read out for the record.

First e-mail was from Sandy MacKay:

The somo event was a positive - lots of visitors - traffic was not bad so keep it going. The literacy event never got me anything - no renters and no visitors - not sure who gained from that event.

One big issue is who is open for food - many say it's a hit and miss especially if you want real food. and did camp grounds close early this year? Had people say they had to stay in Borden for camping

Alexander MacKay.

Second e-mail is from Ruth Phillips:

Brenda

Just wanted to forward on a huge thank you for assisting in getting the base corrected on Friday night

Saturday made it very enjoyable to listen

Thanks again on behalf

Boyle Crescent

Ruth and John

Third e-mail was received from Sarah Simpson:

Hi Brenda,

I just wanted to pass along a bit of positive feedback about SOMMO this year.

It seems like every year the two festivals are run a little more smoothly, and this year we really didn't notice any issues at all. We didn't attend the festival ourselves, so I'm speaking purely from the perspective of slightly nosy residents living a down the road from the festival site.

In past years, we've definitely noticed the increased traffic and general disruption that comes with an event of that size. There can be a lot of traffic moving through Cavendish, particularly when everyone is leaving the site, and it can sometimes make simply getting around the area a bit difficult.

This year was noticeably different. We were through Cavendish quite a few times on Friday and throughout Saturday, and SOMMO really didn't disrupt our normal day-to-day activities at all. From our perspective, the traffic control in particular seemed to work extremely well.

I know a lot of work goes into organizing an event of that size, so I just wanted to make sure some positive feedback made its way back to the organizers. As nearby residents who weren't attending the festival, we experienced no real disruption or issues this year, which I think says a lot about how well it was managed. Please pass along our thanks and congratulations to everyone involved!

Sarah

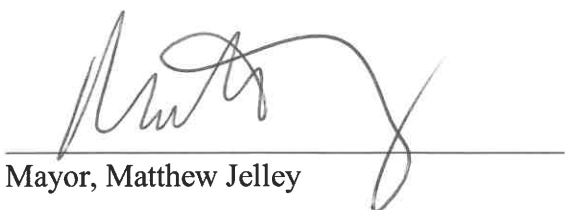
Deputy Mayor Lee Brammer asked for any comments from the public.

Deputy Mayor Lee Brammer advised that the public has until 11:59 tonight to send in written comments.

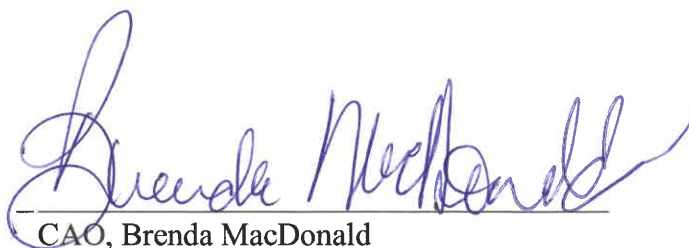
Deputy Mayor Lee Brammer thanked all government departments and the organizer for their work on the event on behalf of the entire community.

ADJOURNMENT:

Deputy Mayor Lee Brammer adjourned the meeting at 6:45 p.m.



Mayor, Matthew Jelley



CAO, Brenda MacDonald