

Public Meeting  
Cavendish Beach Music Festival July 26, 2022  
7:00 p.m.

The Public Meeting was held on July 26, 2022, at 7:00 p.m. at the North Rustico Lion's Club.

PRESENT: Mayor Matthew Jelley, Deputy Mayor Linda Lowther. Councillor Clark Dunning and Councillor Chris Robinson. Brenda MacDonald, CAO, Heather Hay Administrative Assistant.

ABSENT: Councillors: Bill Drost, Lee Brammer and Kay Hryckiw.

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

CALL TO ORDER:

Mayor Jelley called the meeting to order at 7:00 p.m..

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

Mayor Jelley advised the public of the public meeting process. He advised that the meeting is being taped for accurate minutes and no other reason.

Mayor Jelley advised that the meeting is being held tonight to discuss the 2022 Cavendish Bach Music Festival and additional information from the promoter on a possible second event for 2023 and that no other business will be discussed.

Mayor Jelley introduced the head table that included Ben Murphy — Cavendish Beach Music Festival as well as Richard Blacchiere and Heather Rossiter — Liquor Control Commission, Shane Hubley — RCMP and David Rossiter — Provincial Fire Marshal's Office. Ryan Neale from the Department of Health and Wellness was unable to attend due to an issue that arose within the Department and advised that he could respond to any questions sent to him following the meeting.

Mayor Jelley advised that the meeting was being held two weeks after the event to get feedback from the public.

The meeting review process following the event is part of the Special Event Guidelines for the municipality that started about six years ago.

Mayor Jelley advised that Ben Murphy and Taylor Jack from the Cavendish Beach Music Festival held the event this year with a new team, gathered stakeholders' feedback during the planning process and are looking at the 2023 events as part of the discussions tonight.

Mayor Jelley thanked CBMF, the Senior Operations Team and all organizations that worked on the 2022 event to make it such a success.

Mayor Jelley advised that if anyone wishes to make a comment to address the Mayor and to state their name for the record prior to speaking.

Ben Murphy advised that 2022 event brought record attendance to the CBMF site.

- This year had the headliner on stage the first night
- The Senior Ops Team worked hard to make the event a success for everyone.

- There were a few bumps in the road along the way.
- There were a lot of new team members this year and the event went very well with some learning curves along the way.
- The event was held from Thursday to Saturday and helped to improve the event for the festival goers and business owners.

Mayor Jelley commented on the site layout being improved this year with buses only coming into Avonlea Village and taxis not coming into the Avonlea Village Site, but there was congestion across the road that needs to be addressed for 2023.

Ben Murphy advised that there are not many changes planned for the site for 2023 but they will work on any areas that need to be adjusted.

Garth MacNeill questioned the fenced off areas on the site not being in place for people not wanting to be in the licensed areas.

Ben Murphy advised that in 2018 a decision was made based on research to change the layout of the site and not have a fenced in area and to spread the crowd out around the site. He said it is the third year doing this and it is consistent with other similar events across Canada.

Mayor Jelley advised that in 2018 / 2019 a decision was made on all site licensing on the property based on information provided to the municipality and various departments.

Councillor Robinson advised that with record numbers of people and no unforeseen events did they look at the COVID statistics and whether or not there was a spike in numbers following the event. He commented on PEI leading the country in COVID numbers right now based on population.

Councillor Robinson questioned what the festival did to minimize structures or tent walls for cleaning and if walls were opened to improve ventilation.

Ben Murphy advised that the tents are open to the public, so the ventilation is in place and there are 25 acres of land for people to walk around on and spread out on the site, so some additional walls of tents were open.

Ben Murphy had talked with Ryan Neale with the Department of Health and Wellness on COVID numbers prior to the meeting tonight and there was less than a 10% change in cases during CBMF weekend and following it.

Chris Robinson asked if there was any lessons learned from the event on COVID for future events.

Ben Murphy advised that there are always lessons learned from each event and that goes into the Senior Ops Team meetings moving forward for the 2023 event when all team members meet and discuss the event and any areas that need to be addressed.

Ruth Phillips asked what happened with the smoke free event for CBMF as there were people smoking everywhere on the site and a lot of drugs being smoked on site. John Phillips advised that there were at least 1000 to 1500 pounds of drugs being smoked on site each day.

John Phillips also talked about the amount of garbage and plastic bottles on the site. He said the site was a disaster from the garbage and asked if they took a drive around the site and looked at everything.

Ben Murphy advised that there is security on the site before and during the event and there was also security going through the subdivision. There are 200 security on the site during the event.

Ben Murphy advised that the garbage was dealt with daily at the site, but they will do a drive around the property following the meeting to ensure that everything was completed on site.

John Phillips advised that if the event is going to continue to carry on, he would expect that CBMF wants to be good neighbors and that they ensure that the smoking is taken care of by security at the site and people are removed or charged.

John Phillips advised that there was not enough security presence on the site on Friday or Saturday during the event for the amount of people at the site. He advised that people were walking back through the woods 30 – 40 at a time and were smoking going through the woods and this is a safety concern for the public.

Mayor Jelly advised that there is an 8' fence around the festival grounds. The security controls the people that are inside the venue.

Ben Murphy advised that they did have security patrolling Forest Hills Lane and Boyle Crescent and that the RCMP are coming in and out during the day in their cruiser.

The CAO advised that there were a lot of people from Marco Polo Land going through the Green Gables Golf Course to the site as well.

Ben Murphy advised that highway staff were positioned across the road from Marco Polo Land to keep the traffic moving and the wardens were on site as well as at Green Gables.

Ben Murphy advised that they look at suggestions or ideas on the routes and security for them as well as highways staff and Park Wardens for 2023.

John Phillips advised that it seems like the biggest issue was the drugs and not enough security to enforce it.

Ben Murphy advised that the security does look in bags and check people as they are entering the site and does what they can to check for drugs.

Mayor Jelley advised that perhaps an idea would be getting a picture of some drugs that have been seized and putting them on the website to advise people of what is happening when you bring drugs into the site and the ticket and issues that come with it.

**Frank Morrison advised that Smoke Free Public Places is in effect in PEI.**

- The ideas that have been discussed are excellent on security, pictures of seized items and more enforcement.
- It is illegal to smoke and do drugs in a public place on PEI.
- He has been an advocate for 15 years of Smoke Free Public Places.
- 1500 presentations have been done about Smoke Free Public Places on PEI to various groups
- 35% of our people are in hospital with sickness as a result of second-hand smoke.

- Events like this need a theme of Health and Wellness.

**RCMP – Shane Hubley:**

- Best of the last four years of the festival event that he has been involved with.
- Hundreds of tickets were written, several impaired drivers were stopped, underage kids with fake ID's were dealt with.
- RCMP were not inside the fence as their role is to have a presence in the community and community safety.
- Lots of calls to the campgrounds.

**Linda Lowther**

things were much quieter this year.

- A list was created with some property owners including her husband for the RCMP to allow them to get back home from their business following the event each night.
- Communication was an issue with RCMP as her husband had to drive around the back way to get home for two nights as the RCMP would not let him through the festival area along Route 6 even though traffic was going that way from the site heading East.

**John Carroll**

- property directly across the road from the festival site.
- Taxis were stopping at his property and the officers were not stopping them from doing so.
- There were no safe spots for taxis to stop so this was the area that seemed to make the most sense.

Shane Hubley advised that the parking lot that was created directly across the street at \$40.00 a car was not an approved parking area and was not part of the parking plan.

John Carroll – advised that the staff were parking on the vacant land area as the public were urinating on their cars, so he allowed them to move the staff cars to the vacant land while they were working to keep them safe.

Shane Hubley advised that from his own personal observations this was not a permitted parking lot, and it was not staff cars that were in this area, it was the public.

Mayor Jelley advised that the vacant piece of land owned by John Carroll is vacant and has no permitted use based on it being vacant and it was not a permitted parking area, and the owner was told that on several occasions prior to the event. The parking area was not part of the traffic plan with the RCMP.

Mayor Jelley advised that the Council will be looking at this matter and making a decision on whether or not a charge will be laid as a bylaw infraction at the next meeting.

John Carroll advised that the police from Kensington were in front of his property and they had no issues with the taxis pulling into his property and parking on the property.

Shane Hubley advised that the parking was not part of the plan, and the owner would not have been informed that it was okay for parking and taxi drop off at the site or general parking as that was not a decision to be made by anyone except the RCMP and the municipality.

John Carroll advised that he offered up his land to the emergency providers at no charge and they didn't response to him.

Mayor Jelley advised that the property is vacant as was stated and that there are no permitted uses for it, so it is not to be used by parking by anyone.

**David Rossiter – Fire Marshal’s Office:**

- Set up day went well.
- Vendors meeting was held prior to the event and that helped to alleviate issues.
- Concerns that were raised each day were addressed.
- No propane was located all over the site as was in previous years.
- They completed periodic counts on the gate.
- No fire related incidents.

John Phillips asked how many people were at the site.

David Rossiter advised that there were 26,500 at the highest numbers on the site down to 24,100.

Ben Murphy advised that it was consistent as numbers were down 8 – 10% similar to other concerts because of COVID and people not traveling.

John Phillips questioned if the number of people dictates the amount of security. Taylor Jack advised that there were 70 security on the CBMF team and 100 Toursec Security on the site.

John Phillips advised that people were going to the bar and getting more than 4 drinks at a time and that was supposed to be the limit and why is security and the Liquor Control Commission not enforcing it.

Richard advised that Liquor Commission staff were on site and were dealing with a lot of fake ID’s and issues on the site.

**LCC – Richard Blacquiere and Heather Rossiter.**

- There were a lot of impaired minors at the site.
- They are working nationally on a strategy for family and alcohol use as it is a problem across the country.
- Alcohol for minors is not just a CBMF issue, it is a national issue.

Linda Lowther asked if there were going to be any changes for bracelets for 2023.

CBMF advised that festivals are getting away from bracelets and looking at other options.

Richard Blacquiere advised that a lot of people stay at the festival with their children and some watch their children and see what they are doing while others do not and this creates issues with them gaining access to alcohol.

Mayor Jelley advised that we need to see what other options there are for 2023 for minors as the community values the family market and alcohol consumption of minors is always an issue each year and needs to be addressed.

Mayor Jelley advised that bracelets seem to be the way to address underage kids trying to get alcohol at the site.

Heather Rossiter advised that the Liquor Commission dealt with some issues on the first night at the event and they were straightened out for the second night with the bar servers and service.

Mayor Jelley advised that there were comments received for the record and he will read out for the public:

**Sandy MacKay**

Concerns were raised over traffic not being able to get through the area easily and that there should be resident passes handed out to allow property owners to get through the community freely during the event and not have to wait in traffic.

**Stephanie Scharf**

Hello, I'm a business owner that is not impacted by the music festival other than I live/work across the street from Captain Kidds... a popular pick-up/drop-off location for festival goers.

I observed a lot LESS foot traffic this year which meant less drunken shenanigans such as throwing bottles at signs, kicking fences, and littering etc.

There is ALWAYS the issue at this end of Cavendish of public urinating.

I understand that they have to pee after drinking all afternoon and evening and walking a kilometer+ from the CBMF grounds to the shuttle pick up areas but it is annoying when they tramp through your garden to squat (girls) or pee against your fence/trees/vehicles (boys).

It would be helpful if the designated shuttle pick up locations had porta-potties. It MIGHT prevent some public urinating on private properties so long as they weren't too disgusting to use.

Anyway...my 2 cents worth. It's just pee...but its still gross. 🤢🤮

**Karen and John McNally**

We live in Seawood Estates as permanent residents and were here all weekend with no issues due to concert. Few extra cars in driveways but otherwise not aware. We didn't venture into Cavendish or go to the concert but that posed no problems - we had what we needed for the weekend. Seems like a great tourism boost for Cavendish. Thank you for asking.

**David Belmont**

I am not sure if I should be contacting you or the Police or the Premier. However, I will start with you since this event happens within you community.

I attended this event this past weekend and while the show was fine the operation of it was appalling. Everything from drunks fighting and pushing and shoving anyone who got in their way to traffic issues at the end of the night. I am not prude and I have attended many concerts around the world, so I do know how a well-run concert looks like and this one has long way to go to become a well-run event.

The one single issue that I saw that appalled me the most because it affected my own family members was the number of kids drinking and getting drunk (when I say kids, I mean under 19). My own kids and their friends are all underage and they were going to the bars and being served no questions asked. After Thursday would not

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allow my kids to attend Friday or Saturday because they had all been drinking and getting served, they are both 14 & 16 respectively. We all know people under the legal age will drink but usually they need to be 17-18 and normally bar staff will ID them. Not at this event the people serving did nothing like ask for an ID they simply handed out the beer. I personally asked several of the servers if they were IDing and I was told that it was not their job they were volunteering and IDing was the job of security who I hardly ever saw all weekend after entering the site. I told the bar servers that they had served my kids who were both 14 and 16 and I was told that I should control my kids myself.

I am not sure if your community has standards or not but after what I saw at this concert if that is an example of Cavendish's community standards than good luck because your community is going to hell in handbasket.

In case you are wondering I have summer place in PEI and do pay double taxes so yes, I am taxpayer not a whining tourist.

I hope you do something to improve this event in your community because if you don't there will be tragedy like several 14-year old's dying from alcohol poisoning. When that happens there will much negative press and lawsuits getting leveled, and the Land of Anne of Green Gables will be tarnished forever. Good luck!!!

**Response from the CAO to David Belmont:**

David,

Thank you for your e-mail and detailed information from the event. Your comments will be reviewed by the Council as part of the yearly review of the event and will be addressed with the event organizers as well.

An after-action event will be held for the public to attend, and comments will be reviewed at that public meeting as well and you are free to attend the meeting as well if you like.

The meeting will be over the next couple of weeks and will be advertised in the newspaper, on our municipal website and on our weekly updates.

If you have any further questions, please advise.

**David Belmont response back:**

Brenda

Thank you for your kind reply. I hope the issues can be fixed before something terrible happens.

It would be real shame if Cavendish became known globally as the place that children died from alcohol poisoning at a concert.

All those years of marketing Cavendish and PEI as the perfect family destination would be for nothing.

Thanks again!!

Mayor Jelley advised that there are restrictions in place for the licensed area including age and drink limit and the municipality has a signed agreement in place with the Liquor Control Commission on CBMF for the event and the release of any violations from the event be provided to the municipality.

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Heather Rossiter advised that the Liquor Commission does not provide that information to the municipality it would be up to the promoter to do that.

Mayor Jelley advised that there are strict standards in place for a reason and for the municipality to control how the event and alcohol are dealt with on site based on past issues.

**Sarah Fuller - Property Manager – Cavendish Country Inn & Cottages:**  
Good Morning!~

Thank you for asking for our input. Overall, the weekend was rather successful.

Pros: (areas done well)

1. Great turn out with full accommodation at our property.
  2. Shuttle Service – Fantastic and affordable option to ensure less traffic and minimize drinking/driving.
  3. Great burst of income to the area.
- Cons: (areas in need of improvement)

1. Traffic congestion for all – residents, festival goers, general tourists alike which causes a lack of general sales and frustration for all.  
Solution: Ensure all volunteers/workers take shuttle only, not personal vehicles. School buses can be chartered for this from central meet up location- Ex West Royalty Crossing – (Charlottetown Mall)

2. Greater presence of police to control the crowd before and after the concert to ensure smoother entrance/exit from the grounds.  
Solution: Chain/Zap Strap barrier (minimize it being moved/breached by pedestrians as demonstrated on Thursday – opening night)

3. Extreme shortage of food venues open before noon-3pm. (Possibly due to labor shortage) needs to be corrected for next year.  
Solution: Ensure plenty of food options at the venue grounds (food truck food court) to keep festival goers there and not impeding other residents/tourists alike trying to enjoy the local restaurants, etc.)

Wishing everyone a successful 2023!

**Vic and Moe Greenwood:**  
Hello:

We would like to suggest that during the CBMF Portable Washrooms be placed on Route 6 along the walking area to help avoid public urination. To be funded by CBMF.  
Thank you.

**Frank Morrison**

This is message I will be supporting at the meeting August 05; first and foremost, thank you for providing this opportunity to further explain the Smoke Free Places Act, and how we can work together to provide 100% protection from second hand smoke, PEI is the only province in Canada to do so. I was present and fully



enjoyed the previous meeting and was especially impressed with Matthew's comment re the need for "protection and prevention"; the festival, and many other events, provide the ideal venues for that to happen, cheers, Frank.

**Lorraine Lambert – Mayfield Country Cottages:**

To whom it may concern (regarding the CBMF)

I live almost 6kms away and I find this year (on Saturday night) the music was excessively loud, I could hear it down here. But more importantly, the thump, thump, thump from their base was beyond excessive on Saturday night. I was sitting on my couch inside my house (6kms away) with the TV on and my ear drums were vibrating from the thump, thump, thump of their base. It was like being stopped at a traffic light in the USA and some idiot with his noise box vibration behind you or beside.

Being that these ticket holders are no more than several hundred feet away from the band stage, I don't understand why the province allows this event to go on with such excessive loudness. Surely the people attending the festival can hear the music when I'm hearing it down here.

There needs to be noise levels/restrictions put in place with the level of loudness they can have their performance at. I pity the people who actually lived nearby. There is really NO reason why they should be allowed to play that loud. The music festival organizers, the Cavendish Resort Municipality and the Province needs to do better for the people who must suffer through these events by curbing the level of noise or loudness these performers can perform at. There is NO REASON why I should hear their thrump, thrump, thrump noises inside my house (with the TV playing) when I'm 6kms away. I also wrote my MP Brad Trivers about this cause a repeat of Saturday night need to not occur. Thank you.

Ben Murphy advised that overall, over the weekend there were 67000 people came to the site and 10% didn't show up for various reasons.

John Phillips advised that the loud noise and mess is painful, and the owners don't receive notice of the approval until the event takes place.

Mayor Jelley advised that the permits for the event are not issued until close to the festival date based on approvals from all government departments and requirements needing to be met with agreements and bonds. A public meeting is always held before the event and after the event to gather feedback as part of the Special Event Guidelines.

John Phillips advised that something needs to be done about the noise levels.

Ben Murphy advised that the noise levels depend on the winds and the speakers at the site, and they will continue to monitor them during the event, but it is hard to adjust depending on a number of items.

Jean Hood commented on the music at the end of the night and the site not meeting the hours for the curfew and continue to bang on at loud noise levels.

Mayor Jelley advised that there were issues with music playing after hours and that will be addressed by the municipality as part of the development agreement and bond.

Ben Murphy advised that one of the bands played on the stage and played later than was discussed and when it was discovered it was shut down immediately.

Mayor Jelley advised that part of the requirements was to ensure that the alcohol service was shut down by 10:30 p.m. for last call and stop serving at 10:45 p.m. to have people leave the site and move along so that they are not at the site for hours after the event and alcohol is not being served after hours or more than the required limits.

**New Event 2023:**

Ben Murphy stated that the CBMF main event is scheduled for the July 8 weekend in 2023 and they are looking at holding another event on another weekend something in the first two weeks of September with 5000 to 8000 people and it would be a multi-genre festival. They thought they would get the conversation started now on two events.

Mayor Jelley advised that the Thursday to Saturday days worked well this year. It allows people to get home and business owners to reset for a day.

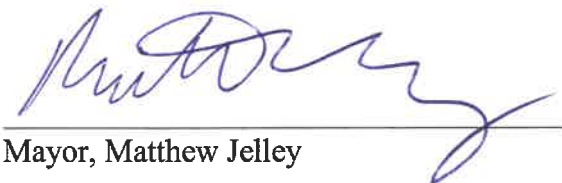
Ben Murphy advised that it is not always their choice on the days they choose as sometimes it depends on the headliners and when they can get them to perform.

Ben advised that the second concert would be more of a classic rock from the 90's type of event and something that could fit in with a Fall Flavors event. He advised that they have researched the Atlantic Canada Market, and this is the type of music that came out in the research.

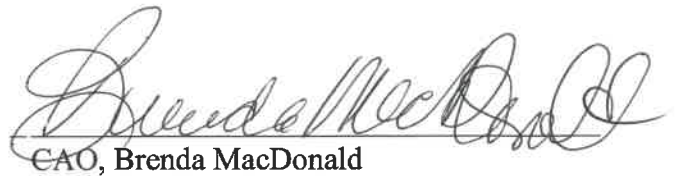
Mayor Jelley advised that there are comment sheets at the back of the room and the public has until August 2, 2022, to send in any written comments to the municipal office.

**ADJOURNMENT:**

Mayor Jelley adjourned the meeting at 8:30 p.m.



\_\_\_\_\_  
Mayor, Matthew Jelley



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CAO, Brenda MacDonald