

Public Meeting  
Cavendish Beach Music Festival  
June 8, 2023 at 6:35 p.m.

The Public Meeting was held on June 8, 2023, at 6:35 p.m. at the Cavendish Visitor Information Centre.

**PRESENT:** Mayor Matthew Jelley, Councillor Clark Dunning, Councillor Ryan Simpson and Councillor Chris Robinson. Brenda MacDonald, CAO, Heather Hay Deputy CAO.

**ABSENT:** Linda Lowther, Lee Brammer and Kay Hryckiw.

**VISITORS:** There were 11 visitors in attendance at the meeting.

**CALL TO ORDER:**

Mayor Jelley called the meeting to order at 6:39 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 and that the meeting was being taped for accurate minutes and no other reason.

Mayor Jelley advised that the meeting was being held to discuss the 2023 Cavendish Bach Music Festival from July 6 – 8, 2023 and the Sommo Festival from July 14 – 15, 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 Heather Rossiter and Richard Blacquiere — Liquor Control Commission, Shane Hubley — RCMP, David MacRae and Robert Arsenault — Provincial Fire Marshal's Office and Ryan Neale from the Department of Health and Wellness.

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

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

Ben Murphy commented on some new items this year:

- water stations for the public to be able to refill their bottles
- this will be the final year of tokens at the festival, it will be going to credit or debit cards
- bracelets will be required for 19+ at the site
- changes have been made to where people are parking and how they exit the site at night.
- banding parties will be starting by the end of the week.
- updates to be sent out to festival goers on Code of Conduct and information about the event.

**CBMF Event:**

Expecting total proposed capacities 26,500

**Sommo Event:**

Expecting total proposed capacities 17,500

Same process will be used for both events on water stations, festival tokens, bracelets for 19+, parking, banding parties and Code of Conduct.

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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.

RCMP expects things to be the same with the exception of the traffic plan with the traffic exiting the site and they feel it will run smoother based on no foot traffic coming through the access.

Phil Davison questioned the two lanes coming to the Cavendish Corner.

Shane Hubley advised that the two lanes of traffic will come to Cavendish Corner of Route 6 and 13 and then one lane traffic to go the direction that they are going to town. On the West side it will be one lane traffic only.

Chris Robinson asked about how the two festivals benefit the larger area and what other ways the festival brings revenues back to the area. There are a number of businesses that receive no benefit from the event and some of them close down during the event as some are negatively impacted by the event.

Ben Murphy advised that a number of the ticket holders support the local businesses. The Sommo event will be a different crowd with lower numbers and will buy things from the local businesses. The Destination Management Fund was created to support projects in the area and projects are applied for on a regular basis.

Chris Robinson questioned the Fund and why the municipality does not make the decisions on projects.

Ben Murphy advised that there are two representatives from Tourism Cavendish Beach, two representatives from the Resort Municipality and two representatives from CBMF.

Mayor Jelley advised that a number of projects have been approved from the fund that support local projects.

Chris Robinson advised that when the decision came to the Sommo Event that he supported it for one year only to see what the net benefit would be with the balance of the larger community and the impacts on it.

Mayor Jelley advised that all events for CBMF are for a one-year timeframe only.

Mike Duffy questioned the Destination Management Fund and it appears that tourism development is the primary focus.

Mike Duffy asked about information on the Destination Management Fund and how much money is in it, where is the link found for it, what projects have been supported by it. The information should be available for transparency on the fund for the community, what are the criteria of the fund.

The CAO will provide a link to Mike Duffy on the application form for the fund.

Jim Brown asked about the fund and if it was matching dollars.

Mayor Jelley advised that the fund will assist with 50% of the costs of the project.

Mayor Jelley advised that projects were supported for the municipality for playground equipment at Montgomery Park, the Watermark Theatre received funding, projects were completed on the CBMF site for safety and security.

Phil Davison advised it would be good for the public to see what projects the fund supported as it makes it hard for people to know where it went and what it was used for if it is not shown anywhere.

Mayor Jelley advised that the committee will post information on the projects supported as well as about monies that are in the funds.

Mayor Jelley advised that there is a pre and post meeting on the event that is part of the Special Event Guidelines.

Shane Hubley advised that 80% of the staff will come from out of province for the event and 20% will be made up of the local officers.

Mayor Jelley advised that the RCMP along with MADD would like to set up a display in the area during the event.

Chris Robinson asked Shane Hubley about stats from the event on arrests, intoxications, accidents, etc. from the event.

Shane Hubley advised that they do have the stats specific to the event. He said that for 2022 you have to keep in mind it was one of the busiest events as it was following two years of shutdowns from COVID.

Shane Hubley advised that 2022 was the lowest in incarcerations since 2017.

Ryan Simpson asked about the Queens County Detachment and the stats.

Shane Hubley advised that the CBMF event has its own stats outside of Queen County Detachment for the specific event as it is called Cavendish Detachment.

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

He commented on Parks Canada being smoke free.

Ben Murphy advised that the security and staff try their best for smoke free places.

Ben Murphy advised that there are 200 security for the CBMF event that include Toursec and the Blue Shirts.

Highway Safety is also part of the underage and license review at the site for underage people.

Provincial Correctional staff are on site as well to take people back to the jail if needed.

**Fire Marshal's office is status quo.**

Mike MacRae and Robert Arsenaault - There will be fireworks at one of the events and it will be low level based on their standards.

**Department of Health and Wellness:**

Same as previous years.

Food safety and water quality is their priorities.

**Liquor Control Commission:**

Heather Rossiter and Richard Blacquiere

The bracelets are back as has been stated.

Their staff work with security from Highway Safety as well as the RCMP.

Mayor Jelley asked about violators for underage drinking.

The same processes are in place as other years if you are caught with a fake license then your bracelet is cut and you are removed from the site.

If you are an adult and you are caught purchasing liquor for underage your bracelet will be cut and you will be removed from the site.

Frank Morrison commented on second hand smoke and being smoke free in public places.

There is outreach and support in place to assist with this.

Ben Murphy advised that there are 200 security on site and they continue to do their best to police smoking

They will be sending out information on their Code of Conduct and information to festival goers.

Mayor Jelley advised that the public can send in written comments until June 13, 2023, on the events.

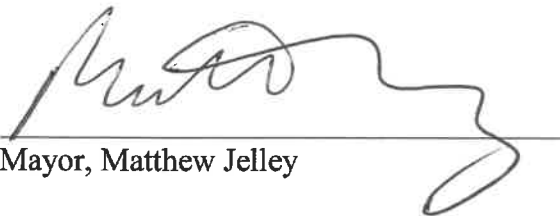
Jim Brown asked about last year's concerns over clean up on the site.

Ben Murphy advised that there were some issues with clean up on the site and it was addressed.

Mayor Jelley advised that there will be more checks in place this year on clean up and there will also be a community maintenance fee in place for the developer.

**ADJOURNMENT:**

Mayor Jelley adjourned the meeting at 7:25 p.m.



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Mayor, Matthew Jelley



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CAO, Brenda MacDonald