

Public Meeting
Cavendish Beach Music Festival July 31, 2023
6:30 p.m.

The Public Meeting was held on July 31, 2023, at 6:30 p.m. at the North Rustico Lion's Club.

PRESENT: Mayor Matthew Jelley, Deputy Mayor Linda Lowther. Councillor Clark Dunning, Councillor Kay Hryckiwi, Councillor Ryan Simpson and Councillor Lee Brammer. Brenda MacDonald, CAO, Heather Hay - Deputy CAO.

ABSENT: Chris Robinson.

VISITORS:. There were 45 visitors in attendance at the meeting.

CALL TO ORDER:

Mayor Jelley called the meeting to order at 6:30 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 2023 Cavendish Bach Music Festival and Sommo Festival events.

Mayor Jelley introduced the members present from the various government Departments and Whitecap Entertainment. Ben Murphy — Cavendish Beach Music Festival, Richard Blacquiére and Heather Rossiter — Liquor Control Commission, Shane Hubley was absent from the RCMP and sent his regrets, David Rossiter — Provincial Fire Marshal's Office and Ryan Neale from the Department of Health and Wellness.

Mayor Jelley advised that the meeting review process is part of the Special Event Guidelines for the municipality.

Mayor Jelley thanked CBMF, the Senior Operations Team and all organizations that worked on the 2023 event to make it 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.

Mayor Jelley stated that Ben Murphy will speak first and then answer questions and then government members will speak and respond to questions.

Mayor Jelley advised that it has been 7 – 8 years since the Special Event Guidelines were adopted and this was the first year that there were two successful festivals ran back to back.

Part of the guidelines is to meet with the public and receive input.

Ben Murphy advised that 2023 events brought a large attendance to the CBMF site with the main headliner Chris Stapleton being on Saturday night.

- There were two successful festivals ran back to back with 60,000 people through the gates for CBMF.
- Sommo Festival had 20,000 people over two days.
- The demographics for 2023 were 33 – 34.
- 78-80 percent of the visitors were from off Island.
- Water station was used for the first time and worked out very well.
- A second water station was on order and is expected to be here later this summer and will be available next year.
- Bracelets worked well this year.
- This was the last year for physical tokens.
- Sommo was an older crowd with less people.
- Positive comments were received from the public that attended the Sommo Event.
- There were a number of families that attended the event, and it was a very different clientele.
- The Senior Ops Team worked hard to make the event a success for everyone.

Mayor Jelley commented on the parking being improved this year.

Fire Marshal's Office – David Rossiter:

- Vendor Inspections went well
- Minimal issues.
- Capacity was under approved numbers.
- Same information for the Sommo event.
- Taylor Jack was the go to person and she addressed any issues as they came up and he was pleased with how they were addressed.
- Technology worked much better this year.

Ben advised that they had the most accurate numbers with the event this year and people arrived later this year.

Department of Health and Wellness – Ryan Neale:

- The water station worked well.
- Water was sampled at stations and was good.
- No issues with washrooms
- The lighting was good at washrooms
- Food handling was good in spite of the heat each day at the event.

Liquor Control Commission – Heather Rossiter:

- Staff were busy
- Minors accessing alcohol by parents is an issue
- Lot of new staff at the festival this year and training went well
- Water station was well used
- Sommo festival had smaller crowds
- People at the Sommo Festival were quite interested and engaged
- RCMP were quiet during Sommo Festival
- Traffic plan went well

Mayor Jelley advised that during the Sommo Festival the traffic plan was implemented, but there were no road closures.

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There was good cooperation of festival goers.

Mayor Jelley advised that he wanted to thank all of the Senior Operations Team for their work on making the event a success each year. The planning is a very involved process each year and the team meets throughout the year.

The Senior Ops Team and best practices are used in many other events each year based on the success of this event and the team that makes everything come together.

RCMP – Shane Hubley:

- RCMP sent regrets as they were unable to attend due to another commitment but advised that they were prepared to answer any questions raised at the meeting.

Linda Lowther – Deputy Mayor and Resident:

She wanted to express that Radio Canada did an interview with her and CBC later posted information that she was supposed to have commented on that was incorrect and it took CBC 12 hours to remove the post.

Barricading of the community before Canada day is a concern for her. It took 6 hours to put up barricades and there is no need for them to be put up that early.

Sandi Lowther – Fairways Cottages:

Her concern is on two back to back festivals.

Late August or early fall would be a better time for the festival or before Canada Day.

Ben Murphy advised that staff is hard to get in the fall with students going back to the school.

He advised that they are trying to convince people to come and play in Cavendish and to expand on some of the branding.

Sandi Lowther advised that it should be easier to have the second event during a softer period and plan acts around the timelines.

Ben advised that the first year is behind them now and they know more now, then they did 12 – 18 months ago.

Margaret MacEachern – Knit Pickers:

She advised that she wanted to give kudos to the RCMP for their work on protecting properties.

By having the two festivals back to back it has impacted her business and she had minimal or no traffic between the two events.

The tourism associations are trying to push businesses to Christmas and they are working hard to expand the season.

Mayor Jelley advised that each business is impacted differently.

He advised that we are not the competition police.

The Council has to make rules that apply to all.

Sandi Lowther asked if a quantitative survey was done and that research should be done relative to the impact of the event.

Mayor Jelley advised that the short answer is that the Council has not had the direct discussion about doing research. How do you do the survey with the guidelines. Occupancy reports are completed once a month and it is not much to base a decision on.

Sandi Lowther advised that all sectors should be contacted on the survey, not just accommodations.

Mayor Jelley advised that TIAPEI had sent out a survey and the Department of Tourism has completed some surveys as well but the methodology may not get all information.

Ben Murphy advised that they send out a survey to ticket holders as well but the results are not back for 2023.

Mayor Jelley advised that the Tourism Research Centre has completed a customer satisfaction survey and there was an information gap.

Sandi Lowther advised that Tourism Cavendish Beach was completing a survey but she felt that a more in depth survey with specific questions is required.

Mayor Jelley advised that a survey is something that could be looked at for future events.

Mayor Jelley read out the letter from Susan Johnston for the record.

July 12, 2023

Letter from Susan Johnston:

I'm writing to address my concerns to the council concerning the parking situation for CBMF. I'm writing in regards to my concerns surrounding the Ellis parking lot during music festivals. My concerns relate to the lack of security and RCMP presence . For example, on Saturday evening there were numerous vehicles crossing the designated parking lot boundaries and going up over an embankment onto the driveway adjacent to our property, which is the only entry access to our residence. The lack of organization and timely exit from the parking lot (2 hr waiting time), resulted in agitated concert attendees who became aggressive and were encouraging other attendees to violate the parking lot boundaries by cheering and clapping as they crossed the embankment.

This resulted in a sense of intimidation and uneasiness as residents. For example several concert attendees proceeded up the driveway on foot towards our residence, 8950 Cavendish Road.

Furthermore, many concert attendees used the parking lot as an overnight campground. Sunday at 8:30 a.m. there were numerous vehicles still in the Ellis parking lot, some on mattresses exposed to public view in their vehicles. Others in camper vans and tents attached to their trucks.(Please see photo's attached).

If the Ellis parking is continued to be used for concert parking, security measures need to be automatically implemented on this site. That would mean security at all times in the parking lot and RCMP presence at the top of the driveway when the vehicles are exiting the parking lot to ensure the boundaries are being upheld. Additionally , all vehicles should have to exit the parking lot after the concert event has ended. Parking lot signs clearly state that all vehicles must exit the parking lot at the end of the each evening but clearly this is not being enforced. The negligent lack of security and proper organization of the Ellis lot parking for CBMF is creating an atmosphere of uneasiness, intimidation and fear for the personal safety of adjacent residents which include three small children all under the age of 10.

I will be closely monitoring whether the concerns I have addressed are being dealt with at all upcoming festivals in the Cavendish Resort Municipality.

*Thank You,
Susan Johnston*

Mayor Jelley advised that once the concern was raised that the RCMP had a cruiser parked at the end of the laneway and it eliminated the issues.

Mayor Jelley read out the letter from Tracey Singleton for the Record.

July 19, 2023

Letter from Tracey and Kenny Singleton

We would like to extend our congratulations to the Resort Municipality Council for the successful oversight of two back-to-back festivals, CBMF and Sommo. As enthusiastic supporters of the community we share, we admire the efforts put forth by the Council.

We are writing to you today, however, to express our concern regarding the fencing that was erected just before the Canada Day Weekend on June 29th, coinciding with the commencement of the festivals. While we understand the need for proper crowd management and security measures during such events, we believe that the timing of the fencing needs to be carefully reconsidered.

The fencing, though necessary, creates a less than ideal first impression for families and visitors who come to Cavendish Beach during this time. It restricts access and negatively impacts walkers and cyclists who enjoy our beautiful trails. By placing the fencing earlier than necessary, it disrupts the regular flow of visitors and hampers their overall experience in our community.

Therefore, we request that consideration should be given to erecting the fencing closer to the CBMF start date, rather than a week in advance, to minimize any unnecessary disruption to families and our regular clientele who visit during the Canada Day Weekend.

Additionally, since the crowd is intended to be smaller and the clientele dynamics differ between CBMF and Sommo, we ask you to contemplate taking down the fences after the conclusion of CBMF. By doing so, it would ensure that our main artery is not barricaded for 2.5 weeks, representing a significant portion (over 25%) of our high season. If all the fencing can not be removed, perhaps some can be removed?

We acknowledge the importance of maintaining a safe and secure environment during the festivals, and our suggestion is aimed at striking a balance between crowd control and preserving the enjoyable atmosphere that Cavendish Beach offers to all its visitors. With proper planning and coordination, we firmly believe that we can achieve this harmony. There may be additional costs to have the fencing erected after Canada Day weekend but we think this is money well invested.

While we also understand the economies of scale in hosting two back-to back festivals, we would also request that consideration be given to moving the date for Sommo to the end of August or early September to also create a win for the industry. This would allow the industry to also benefit from Sommo by increasing visitation during a lower demand period and would not displace our regular visitors who spend money in our shops and restaurants. The feedback from Sommo was exceptional - we think this could be great for our community.

We have great faith in the wisdom and dedication of the Resort Municipality Council, and we trust that you will carefully deliberate on the concerns we have raised. Together, we can make Cavendish Beach a resort destination for families, golfers and couples, as well as place that hosts exceptional festivals. Cavendish Beach should be an inviting and enjoyable experience for all who visit, regardless of when they visit.

We thank you for your attention to these matters and look forward to the continued growth and prosperity of our beautiful resort community.

*Warmest regards,
Tracey and Kenny Singleton
Owners, Cavendish Bosom Buddies Cottages and Suites*

Mayor Jelley read out the letter from Murdock and Connie Morrison for the record.

July 25, 2023

Murdock and Connie Morrison

Hi Brenda : we were not able to attend either of the festivals but certainly saw and heard the activities during both festivals from our trips on #6 and our cottage. 1. We felt both festivals were well run as there was no disturbing loudness. 2. Both were very different for some reason as the Cavendish one was quieter than the Sonnet as the Sonnet was much louder but not out of control. 3. One major complaint was that Sonnet went way over the time that we thought was unreasonable (all nights into the 11 pm +). 4. We felt that the RCMP did an excellent job in pacing the entrances for both festivals. 5. We definitely heard the sounds of the motorcycles at the two festivals but that is part of group that attend the festival . 6. Overall, we felt the festivals were well organized and the guidelines established in the last number of years have made a huge difference . Thanks - MurdockandConnie

Ben Murphy advised that based on less people the music was louder at the Sommo Festival as the crowd helps lessen the noise.

Ben Murphy advised that one of the nights the event went later was by a few minutes for Chris Stapleton.

The CAO and Councillor Hryckiwi advised that the festival went 17 minutes and 38 seconds over schedule.

Julie Gaudet advised that she is a summer resident and the fences were an eyesore and that they should be delayed as long as they can from being put up. She advised that the fences are helpful for the pedestrians but they need to be put up in a timely fashion and removed.

Ben Murphy advised that they will look at the fencing for the events in 2024.

Mayor Jelley advised that looking at the walkways in the community is a bigger item that needs to be looked at. He advised that funding was denied this year for the trail expansion, but the Council will need to look at walkway projects and whether they start the walkway on their own and do a section by section until it is completed on the South side of the road.

Deputy Mayor Lowther advised that the municipality applied for funding 3 times for a walkway on Route 6 South and it is a project for safety in the area.

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Greg McGillvary from Sunset Campground commented on buses and the walking traffic and buses being blocked from exiting to get people out of the site. 150 overflow sites were vacant during the event this year. Greg advised that he was working with operators to extend the season.

Dan James noted that the snowbirds were awesome.

Mayor Jelley advised that he didn't realize that the Mayor could sign a lower ceiling for a flight plan and that Taylor was the glue to get everything together for the snowbirds to come.

Ben Murphy advised that the snowbirds flyover benefitted the whole area.

Teagan Pringle – Avonlea Village – she advised that she and her partner have a restaurant business and it was impacted greatly by the two events.

She advised that she can understand the appeal of back to back concerts.

She advised that the fences were taken down between events in Avonlea Village and they are an eyesore.

For small business this event has a huge impact.

Ben Murphy advised that there is a balance and lots to build on with the culinary side of things.

Signage could be put on the site for people coming in and there are lots of ways to support and engage other operators.

Mayor Jelley advised that it was his first year in the campground business and the groups are very large coming in for the events.

Mayor Jelley advised that August 10, 2023, is the deadline to send in written comments to the municipal office.

Mayor Jelley advised that the Special Event Guidelines were developed with the Central Coastal Tourism Partnership, Whitecap Entertainment, Harvey Sawler, Tracey Singleton and the Resort Municipality.

Tyson MacInnis advised that it would be good to know dates three years out

Julie Gaudet advised that from the planning board perspective there were concerns on the events and looking for definitive language. Where preference is given is in the guidelines, it is not specific.

Sandi Lowther commented on the family stays and the impact on the community with back to back events in July.

Ben Murphy advised that the dates are chosen based on entertainment and when they are available. For 2024 the dates will be going back to Friday – Sunday to work with the entertainers who won't come to Canada on the 4th of July.

Ben Murphy advised that the dates also changed based on timing of the event each year and working with the entertainers. How Canada Day falls each year pushes the dates ahead or back.

Mayor Jelley advised that this year was the least number of complaints in the area and we can't take success for granted.

Mayor Jelley advised that the attacks are getting more personal and the Council has spent hours of dedication to make this event a success for everyone and the best event it can be for the area. He advised that they came in as neighbors and friends and will leave the same way.

Dan James advised that it would be good to know the events timelines a few years out so that businesses could plan with their guests on timelines for the event.

Dan James commented on working with the developer to help spread the event out to come to other businesses and provide entertainment or an experience as part of the event at their own property.

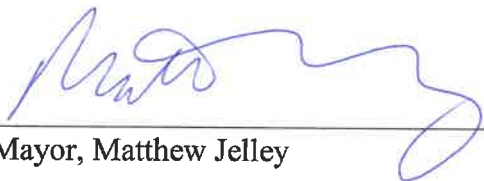
Ben advised that he is prepared to look at all options and to work with other operators on entertainment or food experiences and to build on that.

Council George Clark Dunning advised that he has nightmares about the Sommo event and decisions that were made and threats that he received. He advised that the planning board has brilliant minds sitting around the table and that they are trying to make decisions on behalf of the greater good of the community.

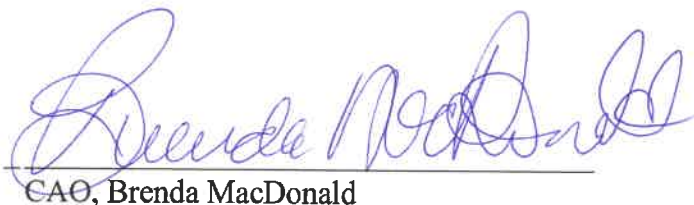
Mayor Jelley advised that the Council will come through this process as a Council and will gather all feedback that is received from the public and make a decision on behalf of everyone for the next year based on the bylaws and guidelines that are in place.

ADJOURNMENT:

Mayor Jelley adjourned the meeting at 8:53 p.m.



Mayor, Matthew Jelley



CAO, Brenda MacDonald