

Public Meeting
Cavendish Beach Music Festival
June 5, 2024 at 6:30 p.m.

The Public Meeting was held on June 5, 2024, at 6:30 p.m. at the Cavendish Visitor Information Centre.

PRESENT: Acting Mayor Linda Lowther, Councillor Ryan Simpson, Councillor Lee Brammer, Councillor Kay Hryckiw and Councillor Chris Robinson. Brenda MacDonald, CAO, Heather Hay Deputy CAO.

ABSENT: George Clark Dunning.

VISITORS: There were 15 visitors in attendance at the meeting.

CALL TO ORDER:

Acting Mayor Lowther called the meeting to order at 6:30 p.m.

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

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

Acting Mayor Lowther advised that the meeting was being held to discuss the 2024 Cavendish Beach Music Festival from July 5 – 7, 2024 and the Sommo Festival from September 13 – 14, 2024, and that no other business will be discussed.

Acting Mayor Lowther 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

Heather Rossiter and Richard Blacquiere — Liquor Control Commission

Tanya O'Brien - Department of Health and Wellness.

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

Acting Mayor Lowther asked Ben Murphy to speak about the two events.

Ben Murphy provided expected numbers for CBMF for 2024 at around 20,500 per night with a more mature crowd. The Friday night will be a little softer with numbers and there are no major changes with the event.

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

Ticket purchasers 78% are from off Island and this is a vastly different crowd.

Leonard Skinner asked about the traffic plan and about road closures at night from 10:00 – 12:00 during the event.

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Nick Doyle from the RCMP advised that the roads will be shut down between 10:00 – 12:00 each night as per previous years.

The RCMP advised that the traffic can turn around safely and take the long way around to get back to Cavendish as well while the road is closed.

The RCMP advised that there will be RCMP officers at 9 locations and there will be 30 flaggers from the Department of Transportation to guide traffic as well for a total of 90 people dealing with traffic over the 2 hours to keep traffic moving freely.

Ryan Simpson advised that the public should state their name for the record at the meeting.

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

Leonard Skinner advised that he is about 4 kms from the site and the decibel levels are high with the music and he wondered about hearing testing for employees and volunteers on site.

Ben Murphy advised that they provide ear plugs for staff and security on site.

Ben Murphy advised that he is not sure what the decibel level is, but that he would check into it and provide the information to the municipality. He advised that all criteria are met from all government departments at the site.

Chris Robinson advised that there is not a whole lot of history with the Sommo event. He asked Ben to clarify the number attending the event since Ben stated that Friday will be the highest number for people at the site. Chris then asked what is being done to help with the impact on other businesses in the area.

Ben Murphy talked about the Destination Management Fund that has been established for businesses and property owners to apply to for events. He advised that there is money in the fund and he encourages people to apply to it.

Jim Brown commented on it being a record setting hurricane season according to weather reports and what happens if the whole things shuts down?

Ben Murphy advised that the festival has dealt with hurricanes before and will plan for them again as the weather reports are provided. We can only hope that there is not a hurricane during each of the festivals, but we cannot control the weather, we can only prepare for what is happening.

Jim Brown asked about the fires throughout Canada and the impact that it might have on the air quality during the festival.

Ben Murphy advised that the festival works with the Department of Health and will meet all requirements of the Department of Health.

RCMP:

Sergeant Nick Doyle advised that there will be 60 – 70 RCMP officers in the area for each of the events.

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24 members will be on site.

They will try to get the public out of the site as fast and safely as they can.

Department of Transportation will have 30 flaggers to help with traffic.

Half of the members will be from PEI and the other half will come from Nova Scotia and New Brunswick.

Provincial Fire Marshal's Office:

David Rossiter advised that the overall site approval will be for 22,500 for this year.

They hope to have the numbers through to the municipal office by the end of the week for each area.

There will be 6 staff on site for the weekend.

Status quo for both events.

Vendors will be inspected on Thursday morning.

Department of Health and Wellness:

There will be 2 to 3 inspectors on site.

For any emergencies they will have staff on call 24/7.

Inspections for the site will be on Thursday morning.

Sandy MacKay advised that he had people visiting his farm attraction and they were talking about needing water because it was so hot last year.

Ben advised that there was one water station with 6 taps last year and the second one will be on site this year as well as two smaller water fill stations.

Ryan Simpson asked about what can be taken in for water bottles.

Ben Murphy advised that you can take in either a metal or a plastic bottle.

Jim Brown asked about ticket prices.

Ben Murphy advised that ticket prices are up for 2024 as the price reflects the prices for talent. He noted that ticket prices are manageable and have increased as costs have increased over the years.

Chris Robinson asked about airborne viruses at the site and what is in place.

Ben Murphy advised that hopefully COVID is in the rear view mirror now, but that they would follow all requirements though the Department of Health.

Tanya O'Brien from the Department of Health advised that the risk is quite low in the summer, but that they would follow all requirements from Dr. Heather Morrison.

Ben Murphy commented on the Destination Management Fund again and advised businesses and the public to apply for funds. \$1.50 from every ticket goes into the fund.

Sandy MacKay advised that he applied for funding for a project two years ago and he didn't get funded and wasn't told why.

Ben Murphy advised that he is not sure on the specific application questioned, but that there are criteria that have to be met in order to get money through the fund.

Ben Murphy advised that applications are accepted three times a year to the fund and they have approved 10 to 15 projects to date.

Acting Mayor Lowther advised that a number of projects have been approved from the fund that support local projects and one was the playground equipment at Montgomery Park.

Liquor Control Commission:

The Code of Conduct will be in place for both events.

Highway Safety will have staff on site to help with ID's.

Liquor Control Commission will have an additional staff person on site.

ID training will be held on site prior to the festival.

Ben Murphy advised that every server will be required to have the responsible beverage training.

Jim Brown asked about beer samples.

Ben Murphy advised that there are designated times and quantities for samples, it is not a buffet.

Kay Hryckiw questioned 19+ bracelets.

Ben Murphy advised that the 19+ bracelets are processed as people enter the site and people are getting their ID's checked.

Fencing along the roadway will be going up on July 2, 2024.

Acting Mayor Lowther advised that the public can send in written comments until June 11, 2024, on both events and there are sheets that can be filled out at the front of the room.


Acting Mayor Lowther advised that there was no written correspondence received prior to the meeting.

ADJOURNMENT:

Acting Mayor Lowther adjourned the meeting at 7:07 p.m.



Acting Mayor, Linda Lowther



CAO, Brenda MacDonald