



Essex Festival Committee Meeting Agenda

March 20, 2025, 6:00 pm

60 Fairview Ave W, Essex, ON N8M 1B6

Accessible formats or communication supports are available upon request. Please contact the Clerk’s Office at clerks@essex.ca or 519-776-7336 extension 1100 or 1101.

Pages

1. Call to Order

2. Land Acknowledgement

We acknowledge that this land is the traditional territory of the Three Fires Confederacy of First Nations (comprised of the Ojibway, the Odawa, and the Potawatomi Peoples), and of the Huron-Wendat Peoples. We value the significant historical and contemporary contributions of local and regional First Nations and all of the Original Peoples of Turtle Island who have been living and working on the land from time immemorial.

3. Declarations of Conflict of Interest

4. Adoption of Published Agenda

4.1 Essex Festival Committee Meeting Agenda for March 20, 2025

Moved by _____

Seconded by _____

That the published agenda for the March 20, 2025 Essex Festival Committee Meeting be adopted as presented / amended.

5. Adoption of Minutes

5.1 Essex Festival Committee Minutes for February 20, 2025.

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Moved by _____

Seconded by _____

That the minutes of the Essex Festival Committee meeting held February 20, 2025 be adopted as circulated.

6. Verbal report from Cate Back, Nicole Atkinson and Derek Knapp RE: 2025 FEO Conference

7. Financials

8. Unfinished Business

Moved by _____

Seconded by _____

That the verbal updates listed in Agenda Item 6 be received.

8.1 Operations and Site Management

8.1.1 Festival Grounds Layout

- 8.1.2 Set-up and Take Down
- 8.1.3 Perimeter Fencing
- 8.1.4 Signage
- 8.1.5 Admission Fees
- 8.1.6 Park Hours
- 8.1.7 Parking
- 8.1.8 Off-Site Parking
- 8.1.9 Shuttle Transportation
- 8.1.10 Family Comfort Tent
- 8.1.11 Proposed Items to purchase or invest in outside of 2025 Budget
 - 8.1.11.1 Electrical/Power Source
 - 8.1.11.2 Gateway Signage
 - 8.1.11.3 Parade Float Refurbishing
 - 8.1.11.4 Branded Entrance Tents
 - 8.1.11.5 Branded Entrance Table Skirting
 - 8.1.11.6 Cocktail Tables and/or Branded Cocktail Table Linens
 - 8.1.11.7 Misc Electrical Cords, Power Bars, etc.

8.2 Marketing, Social Media and Advertising

8.3 Sponsorship

8.4 Volunteers

8.5 Vendors

- 8.5.1 Vendor Rates
- 8.5.2 Food and Beverage Vendors
- 8.5.3 Non-Food/Craft Vendors

8.6 Attractions

- 8.6.1 Youth Talent Show
- 8.6.2 Kid Zone
- 8.6.3 Chill Zone
- 8.6.4 Parade
- 8.6.5 Pony Rides

- 8.6.6 Car Show
- 8.6.7 Watermelon Contest
- 8.6.8 Visual Display (Fireworks)
- 8.6.9 Bingo
- 8.6.10 Clash of the Voices
- 8.6.11 Thrill Zone
- 8.6.12 Midway & Amusement Rides
- 8.6.13 Escape Room
- 8.6.14 Dog Show
- 8.6.15 Wrestling

8.7 Sip 'N Shop Wine Mixer

- 8.7.1 Decor/Decorations
- 8.7.2 Non-Profit Beneficiary
- 8.7.3 Wineries
- 8.7.4 Caterer/Food Vendors
- 8.7.5 BIA Vendors
- 8.7.6 Hours of Operation
- 8.7.7 Admission Fees
- 8.7.8 Entertainment
- 8.7.9 Raffle
- 8.7.10 Ticket Pricing
- 8.7.11 Parking
- 8.7.12 Layout

8.8 Beer Tent

- 8.8.1 Hours of Operation
- 8.8.2 Admission
- 8.8.3 Product and Pricing
- 8.8.4 Bar Management
- 8.8.5 Security and Crowd Control
- 8.8.6 Entertainment

8.8.7 Parking

8.8.8 Power

8.8.9 Layout

8.9 Main Stage

8.9.1 Entertainment

8.9.2 Stage Rental

8.9.3 Production

8.9.4 Bar Management

8.9.5 Security and Crowd Control

8.9.6 Parking

8.9.7 Power

8.9.8 Other Rentals and Operation

8.9.9 Layout

8.10 Secondary Stage

8.10.1 Location

8.10.2 Entertainment

8.10.3 Stage Rental

8.10.4 Production

8.10.5 Power

8.10.6 Other Rentals and Operation

9. Third Party Events

10. New Business

11. Adjournment

Moved by _____

Seconded by _____

That the meeting be adjourned at _____.

12. Future Meetings

- April 17, 2025 - 6pm ECSC - Barnett Meeting Room
- May 15, 2025 - 6pm ECSC - Barnett Meeting Room
- June 12, 2025 - 6pm ECSC - Barnett Meeting Room
- June 26, 2025 - 6pm ECSC - Barnett Meeting Room