



CULTUS LAKE PARK BOARD
COMMUNITY EVENTS AND ENGAGEMENT COMMITTEE
MEETING AGENDA

WEDNESDAY, SEPTEMBER 4, 2024

7:30 AM

CULTUS LAKE PARK OFFICE BOARDROOM
4165 COLUMBIA VALLEY HIGHWAY, CULTUS LAKE, BC

(1) CALL TO ORDER

(2) APPROVAL OF AGENDA

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- (a) *THAT the Cultus Lake Park Board Community Events and Engagement Committee approve the Agenda for the Meeting of September 4, 2024; and*

THAT all delegations, reports, correspondence and other information set to the Agenda be received.

(3) APPROVAL OF COMMITTEE MINUTES

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- (a) *THAT the Cultus Lake Park Board Community Events and Engagement Committee approve the Minutes for the Meeting of July 3, 2024.*

(4) CORRESPONDENCE

(5) REPORTS BY STAFF

(6) NEW BUSINESS

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(a) **Cultus Lake Day Budget Overview**

- Cultus Lake Day 2024 Budget Spreadsheet

(b) **Cultus Lake Christmas Event Planning**

- Vendor Market & Food Trucks - L. Klassen, Chair Jartved & L. Shears
- Hot Chocolate & Apple Cider - T. Seeley and S. Northeast
- Audio – Chair Jartved
- Sponsorship
- Bonfire & Marshmallows – Fire Department
- Children’s Colouring Contest
- Mr. and Mrs. Claus
- Volunteers – R. LeBlanc
- Signage – Staff
 - Event Poster
- Rentals - Staff
- Fireworks - Staff

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- (c) **Cultus Lake Christmas Budget Review**
- Christmas Budget Spreadsheet 2024

(7) PUBLIC QUESTION PERIOD

(8) NEXT MEETING

(9) ADJOURNMENT

THAT the Cultus Lake Park Board Community Events and Engagement Committee Meeting held September 4, 2024, be adjourned.



**CULTUS LAKE PARK BOARD
COMMUNITY EVENTS AND ENGAGEMENT COMMITTEE
MEETING MINUTES**

WEDNESDAY, JULY 3, 2024
CULTUS LAKE PARK OFFICE BOARDROOM
4165 COLUMBIA VALLEY HIGHWAY, CULTUS LAKE, BC

Present Committee Members
E. Jartved – Chair
M. McMullen – Vice Chair
L. Shears
L. Klassen
T. Seeley
R. LeBlanc

Staff
Administrative Assistant, Communications & Events Coordinator – A. Warmerdam

Board Members
Chair K. Dzaman

Regrets
Chief Administrative Officer – J. Lamb
S. Northeast

(1) CALL TO ORDER

The Chair called the meeting to order at 7:36 am and acknowledged that we are gathered on the traditional, ancestral and unceded territory of the The'wa':li First Nation. We are grateful for the hospitality to live, work, and play on these lands.

(2) APPROVAL OF AGENDA

Moved by: R. LeBlanc Seconded by: L. Shears

- (a) ***THAT*** the Cultus Lake Park Board Community Events and Engagement Committee approve the Agenda for the Meeting of July 3, 2024; and

THAT all delegations, reports, correspondence and other information set to the Agenda be received.

CARRIED

(3) APPROVAL OF COMMITTEE MINUTES

Moved by: R. LeBlanc Seconded by: T. Seeley

- (a) ***THAT*** the Cultus Lake Park Board Community Events and Engagement Committee approve the Minutes for the Meeting of June 12, 2024.

CARRIED

(4) CORRESPONDENCE

(5) REPORTS BY STAFF

(6) NEW BUSINESS

(a) Cultus Lake Day Debrief

Chair Jartved thanked all committee members for their work on a successful Cultus Lake Day.

Parade – the committee noted that the parade was a bit shorter this year due to less vintage cars in attendance. The committee would like to send a personal invitation to a vintage car society to facilitate their own setup in Parking Lot B next year. The fire truck was too quick creating a large gap in the parade; maybe adding a volunteer walking beside to monitor pace. Volunteer parking attendants didn't note major issues, some residents are still not receiving the road closure notice in advance. The horse and buggy may be something to review in future years due to waste produced in the residential area. The committee may need to consider a control point for those that were parked at the school during the pancake breakfast. The committee noted that they would like to seek out additional engaging participants to place throughout the parade. The committee requested to set the date for Cultus Lake Day 2025 to secure participants earlier. The committee tentatively selected June 21, 2025.

Parade Marshal – great response from Steve Clegg, and the committee noted that the table set up in Gazebo A was well attended.

Pancake Breakfast – The committee discussed sending a personal thank you to the Cultus Lake Golf Club.

Master of Ceremonies – The committee thanked Chair Dzaman for opening the event, and for his daughter's singing of O' Canada.

Sponsorship – The committee requested photos of each sponsor's booth. Staff will circulate this to the committee to share with sponsors that were on site. The committee discussed connecting with Telus as a sponsor.

Volunteers – The committee recommended providing volunteers with a \$5 dollar food voucher instead of pre-purchased snacks.

Vendor's Market and Food Trucks – Vendors were noting that their wi-fi connection was quite challenging. The committee noted that it may be beneficial to contact our cell provider to note the difficulties, and to add a note to the vendors that this may be a challenge so they can prepare. The committee noted that there was a greater variety of food, and that the majority of food trucks noted that their sales were high. The committee noted that the food truck placement was ideal. The committee noted that they would not recommend selling water in the future. The committee discussed increasing the vendor fees with the potential to offer improved resources like wi-fi or an ATM on site. Staff will contact Telus to inquire about a specific event drop to increase connection. The committee noted that there was a good variety of selection among vendors. Some vendors stayed until the end of the event and the committee discussed that in the future it might be successful to promote vendors to stay later next year. The committee discussed increasing fees for vendors to \$100 with no special rates for different groups. The committee recommended having separate inboxes for each area of the event i.e. sponsors, food trucks, vendors market, etc. The committee noted that providing accessible parking should be offered again in future years, however sensory accommodations may not be required. The committee has already sent out thank you

emails to the food trucks and will be sending a thank you to vendors along with the tentative date of June 21, 2025, for Cultus Lake Day. The committee recommended having communication go out to vendors earlier with names of volunteers who will be supporting this area of the event. The committee discussed alternative parking options for vendors and noted that increased communication on parking lot location is recommended. The committee recommended having the vendor map prepared earlier next year. The committee noted that generators should be placed behind the food trucks and not in front.

Musicians – The committee noted that the set timelines were well organized this year and allowed for sufficient time to announce sponsors. The committee recommended adding a laminated sign to list the lineup of musicians, with the presenting and/or stage sponsor for tables and by the stage. The committee noted that placement of tables should be adjusted slightly to allow for guests to traverse more easily to the dance floor. The committee requested that the rental tents be placed at Main Beach prior to the Fire Hall to allow for more time to adjust table placement. The committee discussed bringing the stage closer to the tents to minimize the dance floor space.

Beverage Garden – The committee noted that the process for selling beverage tickets and providing wristbands was much smoother than previous years. The committee recommended continuing to have separate lines for cash and debit/credit. The committee recommended adding a large beverage garden ticket sales tent. Staff noted the approximate revenue from the beverage garden. The committee discussed a specific situation that arose with an individual who was not permitted to purchase additional beverage tickets. Chair Dzaman noted the importance of having a clear process in place to handle difficult situations from the beverage garden. The committee noted that RCMP were situated at Parking Lot B at the end of the evening and recommended that this be discussed with the Seasonal Policing Team for future events. The committee discussed the level of responsibility for those volunteers holding the Special Event Permit and recommended that a Board Commissioner also be on the permit. Chair Dzaman recommended that full liability of the permit holder be clarified for future events, and that security support and responsibilities be more clearly defined. The committee noted that some individuals were able to leave the event space with alcohol. The committee noted that a lager was requested from multiple participants.

Chair Dzaman thanked the committee for their work and care for the community. He recommended identifying the number of volunteers required to fill gaps in areas requiring more support, explaining parameters of the ticket buyers' responsibilities at the sales table and announcement at the stage.

The committee discussed the hours and time spent for this specific committee and that there should be a review of the benefits to the park and the potential to outsource additional support. The committee requested having information from the Board regarding the value of Cultus Lake Day and its importance from the Board's perspective.

Chair Dzaman recommended that the committee review what adds value to the greater community through these planned events and consider assessing what aspects of the event may be removed in future years to make this more manageable for the committee moving forward.

Chair Dzaman left the meeting at 9:24 am.

T. Seeley left the meeting at 9:27 am.

M. McMullen left the meeting at 9:32 am.

The committee discussed having the event end at approximately 7:00 pm in future years to minimize potential increased consumption of alcoholic beverages.

The committee recommended that security walk the event site with a light the evening prior to capture and mitigate some of the vandalism. The committee requested having spotlights on the site for the evening prior to deter vandalism.

Volunteers continued - The committee recommended adding specifics of where the sponsors are placed, and adding a legend on the side of the map that is provided to volunteers. The committee noted that signs could be placed to identify age limits, shoes and socks off, wait in line, and open/closure times at the bouncy castles. The committee has confirmed with the church that they have committed to provide support next year. The committee noted potentially removing the obstacle course bouncy to minimize volunteer needs. The committee asked for additional sandbags for any 10x10 tents that were brought the night prior.

Staff recommended that the planning guides be referenced more regularly early in planning to make meetings more efficient and decision making quicker for the committee.

Moved by: R. LeBlanc Seconded by: L. Klassen

***THAT** the Community Events and Engagement Committee request the Cultus Lake Park Board approve the Cultus Lake Day event to be held on Saturday, June 21, 2025, at Main Beach.*

***THAT** the Community Events and Engagement Committee request the Cultus Lake Park Board approve that parking fees be waived for volunteers, vendors, and support staff in Parking Lot D for the duration of the event.*

***THAT** the Community Events and Engagement Committee request the Cultus Lake Park Board approve a beverage garden at the Main Beach grassy area for the event on June 21, 2025.*

CARRIED

(b) **Movie Nights Committee Schedule**

The committee noted that the following committee members are setting up the movie nights:

- July 5 – L. Klassen and Vice Chair McMullen
- July 19 – R. LeBlanc and Chair Jartved
- August 2 – L. Shears and R. LeBlanc
- August 16 – Chair Jartved and L. Klassen

The committee may retrieve the equipment from staff prior to the movie night.

(c) **Party in the Plaza Review**

Staff reviewed Public Works tasks prior to the event. Chair Jartved will be there to introduce Steve Elliott.

(d) **Cultus Lake Christmas Event Planning**

The committee noted that they would like to have fireworks for the Christmas event. The committee discussed the layout of the event and will review this at a future meeting. The committee noted that they would invite 10 vendors and four (4) food trucks.

The committee noted that they would take on the following responsibilities:

Vendor's Market and Food Trucks – L. Klassen, Chair Jartved and L. Shears
Hot Chocolate and Apple Cider – T. Seeley and S. Northeast
Audio – Chair Jartved
Mr. Claus – To be determined
Volunteers – R. LeBlanc
Fireworks - Staff

Staff will send the forms directly to the committee to be emailed to those vendors that they would like to participate in the market.

(7) PUBLIC QUESTION PERIOD

No public questions.

(8) NEXT MEETING

Thursday, September 12, 2024, at 7:30 am.

(9) ADJOURNMENT

Moved by: R. LeBlanc Seconded by: L. Klassen

***THAT** the Cultus Lake Park Board Community Events and Engagement Committee Meeting held July 3, 2024, be adjourned at 10:30 am.*

CARRIED

Cultus Lake Day

Budget 2024

REVENUE			
	BUDGET	ACTUAL	DIFFERENCE
Tourism Chilliwack:	\$ 3,000.00	\$ 3,000.00	-
BCFFE:	\$ 2,700.00	\$ 2,700.00	-
FVRD:	\$ 4,000.00	\$ 4,000.00	-
Sponsorships			
Envision (Presenting):	\$ 5,500.00	\$ 5,500.00	-
Save On Foods (Train):	\$ 1,200.00	\$ 1,200.00	-
NextLevel Financial:	\$ 1,000.00	\$ 1,000.00	-
Cultus Lake Memorial Church (Inflatable):	\$ 750.00	\$ 750.00	-
CANEX (Inflatable):	\$ 750.00	\$ 750.00	-
Leafilter:	\$ 500.00	\$ 500.00	-
Naomi Adams (Beverage garden):	\$ 1,000.00	\$ 1,000.00	-
Tolamika Ventures:	\$ 1,000.00	\$ 1,000.00	-
The Degroot Family:	\$ 1,500.00	\$ 1,500.00	-
Club Pilates:	\$ 500.00	\$ 500.00	-
Mathnasium (Chilliwack):	\$ 500.00	\$ 500.00	-
Beverage Garden:	\$ 12,000.00	\$ 16,317.38	4,317.38
Vendor Fees (Market & Food Trucks):	\$ 5,200.00	\$ 5,160.00	(40.00)
Face Painting Revenue/Donations:	\$ 500.00	\$ 1,261.30	761.30
Total Revenue:	\$ 41,600.00	\$ 46,638.68	5,038.68

EXPENSES			
External Marketing			
The Progress:	\$ 1,300.00	1,187.85	112.15
Kids Activities			
Tents:	\$ 1,080.84	1,189.37	(108.53)
Portable Washrooms:	\$ 1,200.00	615.00	585.00
Inflatables:	\$ 3,192.00	3,040.00	152.00
Parade (Harrison Highlanders):	\$ 500.00	500.00	-
Train:	\$ 1,200.00	1,200.00	- Invoice received - not entered in GL yet
Beverage Garden			
Wine:	\$ 1,200.00	1,492.20	(292.20)
Beer/Cider:	\$ 9,000.00	10,486.35	(1,486.35)
10 Tall Tables:	\$ 120.00	118.46	1.54
Liquor Licence:	\$ 1,013.05	1,013.05	-
Serving It Right (3 certificates):	\$ 109.00	106.75	2.25
Fencing:	\$ 5,790.23	5,530.35	259.88 ON Rachel's CC - Not entered Yet
Generator/Spider Box:	\$ 1,756.53	849.72	906.81
Music Acts and Stage:	\$ 7,800.00	7,513.75	286.25
Signage:	\$ 1,300.00	1,264.05	35.95
Lunch Vouchers:	\$ 400.00	185.05	214.95 (3 reimbursements - Golden Bannock/Crazy Gringo/Lucente's Osteria)
Miscellaneous (tickets, water, snacks):	\$ 500.00	219.36	280.64 (Reimbursements for Erika/Laurel)
St. John's Ambulance:	\$ 250.00	500.00	(250.00)
Photography:	\$ 250.00	250.00	-
Security:	\$ 3,000.00	2,963.00	37.00
Total Expenses:	\$ 40,961.65	\$ 40,224.31	737.34
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Profit (loss): \$ 638.35 \$ 6,414.37 5,776.02

Cultus Lake Park Christmas Event

Budget 2024

REVENUE

	Tree Light Sponsors	\$	14,000.00
InKind Sponsors			
Stillwood	Hot Chocolate+ Cambros + Apple Cider		
Local Tree Farm	6 Trees		
Cultus Lake Fire Department	Marshmallows		
	Vendor Fees (Market & Food Trucks):	\$	1,300.00
	Parking donations (estimate):	\$	1,550.00
Total Revenue:		\$	16,850.00

EXPENSES

External Marketing			
	Progress Ad:	\$	1,200.00
	Signage Design:	\$	350.00
	Sponsor Signs:	\$	600.00
Public Works			
Lights:	\$	2,500.00	
Boom Lift	\$	2,500.00	
Electrician	\$	500.00	
Heater Rentals	\$	1,500.00	
Fireworks	\$	5,500.00	
Tent Rentals	\$	2,000.00	
		\$	14,500.00
	Misc. Decor:	\$	150.00
	Colouring Contest Prizes:	\$	50.00
Total Expenses:		\$	16,850.00
Profit (loss):			\$ -