



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

TUESDAY, OCTOBER 29, 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 October 29, 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 October 15, 2024.*

(4) CORRESPONDENCE

(5) REPORTS BY STAFF

(6) NEW BUSINESS

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

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

(b) **Cultus Lake Christmas Budget Review**

- Christmas Budget Spreadsheet 2024

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(7) PUBLIC QUESTION PERIOD

(8) NEXT MEETING

(9) ADJOURNMENT

***THAT** the Cultus Lake Park Board Community Events and Engagement Committee Meeting held October 29, 2024, be adjourned.*



CULTUS LAKE PARK BOARD COMMUNITY EVENTS AND ENGAGEMENT COMMITTEE MEETING MINUTES

TUESDAY, OCTOBER 15, 2024
CULTUS LAKE PARK OFFICE BOARDROOM
4165 COLUMBIA VALLEY HIGHWAY, CULTUS LAKE, BC

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

Staff Chief Administrative Officer – J. Lamb
Administrative Assistant, Communications & Events Coordinator – A. Warmerdam

(1) CALL TO ORDER

The Chair called the meeting to order at 7:35 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. Klassen

- (a) **THAT** the Cultus Lake Park Board Community Events and Engagement Committee approve the Agenda for the Meeting of October 15, 2024; and

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

CARRIED

(3) APPROVAL OF COMMITTEE MINUTES

Moved by: L. Klassen Seconded by: M. McMullen

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

CARRIED

(4) CORRESPONDENCE

(5) REPORTS BY STAFF

(6) NEW BUSINESS

(a) Cultus Lake Christmas Event Planning

- Vendor Market & Food Trucks - L. Klassen, Chair Jartved & L. Shears
- Hot Chocolate - 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 Approval
- Rentals - Staff
- Fireworks - Staff

Vendor Market & Food Trucks - The committee reviewed the 10 vendors and four (4) food trucks approved for the market at the event, as well as the outstanding completed vendor application forms. The committee will follow up with those that have not completed forms or submitted payment with a reminder of deadlines. The committee discussed sending out a reminder to vendors with directions for arrival and set up deadline of 3:30 pm on the day of the event. The committee reviewed pricing from other local markets held in the Fraser Valley, and that the cost for vendors for the Christmas market seem to be well aligned.

S. Northeast will be unavailable to attend the Christmas event.

Hot Chocolate – The committee noted that there are 12 unopened sleeves of 75 hot beverage cups, with no lids in storage. The committee will purchase hot beverage cups with lids this year; the committee may be able to seek out an in-kind donation for this. Staff will connect with a commercial leaseholder for cost. Staff will provide the pots and burners, and Public Works will supply the five (5) propane tanks for this. The committee will connect with Main Beach Boat Rentals to use the space to prepare the hot chocolate the day of the event.

Audio – The committee will request that audio is setup by 3:30 pm the day of the event. The committee will connect with Chair Dzaman to request his daughter to sing at the event again this year.

Sponsorship – The committee will send staff the social media post and content to reach out to sponsors for this year.

Bonfire & Marshmallows – The fire department is confirmed for this area.

Children Colouring Contest – The committee approved the colouring pages and staff will send this out on social media and post on the website.

Mr. and Mrs. Claus – The committee confirmed the community members’ support in this area. The committee added that a community member will be participating as the Grinch. The committee will discuss timelines for transitions between volunteers for this area. Staff will request the use of the golf cart for Mr. Claus’ arrival. The committee will hand out the Save on Foods candy canes as children leave Mr. and Mrs. Claus.

Commissioner Moul will volunteer to collect parking revenue in Parking Lot B. The committee discussed having volunteers at Lot A to collect donations, with a tent, chairs and fire pit. The committee discussed providing propane fire pits, and the park will supply the propane tanks.

The committee will park at the Main Beach Boat Rentals parking spaces for the event.

Volunteers – The committee discussed that they will begin seeking volunteer support following November 8, 2024.

Signage – The committee reviewed the event poster and requested that the line closure be at 6:45 pm. The committee requested the fireworks timeline to be changed to 8:00 pm. The committee discussed sending off one (1) firework 10 minutes prior to let the community know they are beginning soon. Staff will arrange to get a quote for two (2) signs to delineate the lineup to Santa and the market.

Tourism Ch'illiwick Advertising – Staff reviewed Tourism Ch'illiwick's sponsorship of \$1,000 and new advertising to support the event this year.

Rentals – Staff reviewed the tent rental pricing and \$400 discount as sponsorship for the event.

Public Works – The committee would like a pile of boughs to be saved for the event and stored in the yard temporarily.

Miscellaneous – The committee discussed that they may need to purchase batteries for the lanterns/candles for the tent and pathway.

(b) **Cultus Lake Christmas Budget Review**
• Christmas Budget Spreadsheet 2024

Staff reviewed the quote from The Progress for advertising of sponsors, and the committee selected the ¼ page ad. The committee discussed advertising more on social media for this event and discussed the potential of running an ad on the new committee Facebook page.

S. Northeast left the meeting at 8:51 am.

(c) **Tentative Site Visit for Christmas Event Planning**

The committee continued to the site visit following adjournment.

(7) PUBLIC QUESTION PERIOD

No public questions.

(8) NEXT MEETING

Tuesday, October 29, 2024, at 7:30 am.

(9) ADJOURNMENT

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

***THAT** the Cultus Lake Park Board Community Events and Engagement Committee Meeting held October 15, 2024, be adjourned at 9:03 am.*

CARRIED

Cultus Lake Park Christmas Event

Budget 2024

REVENUE

Tree Light Sponsors		\$	1,000.00
Tourism Ch'illiwack - \$1000			
InKind Sponsors			
Stillwood	Hot Chocolate+ Cambros		
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:		\$	3,850.00

EXPENSES

External Marketing			
	Progress Ad:	\$	662.00
	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	\$ 1,444.80		
		\$	13,944.80
	Misc. Decor:	\$	150.00
	Colouring Contest Prizes:	\$	50.00
Total Expenses:		\$	15,756.80
Profit (loss):		\$	(11,906.80)