



CULTUS LAKE PARK BOARD  
COMMUNITY EVENTS AND ENGAGEMENT COMMITTEE  
MEETING AGENDA

THURSDAY, MARCH 13, 2025

7:00 PM

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 March 13, 2025; 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 February 11, 2025.*

**(4) CORRESPONDENCE**

**(5) REPORTS BY STAFF**

**(6) NEW BUSINESS**

(a) **Party in the Plaza Planning**

- Date Confirmation

(b) **Movie Nights in the Park Planning**

- Movie Selections
- Date Confirmations

(c) **Cultus Lake Day Planning**

- Progress review for:
  - Site Map Approval
    - Attachment; Site Map
  - Pancake Breakfast – Cultus Lake Volunteer Fire Department
  - Parade – C. Beesley, J. Powley, K. Lees
  - Rotary Train
  - Kid's Activities – R. LeBlanc

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- Volunteers – R. LeBlanc
- Vendor Market – T. Seeley, M. Lemieux
  - Applications – Staff
  - Spreadsheet for Applicants
- Food Trucks – J. Beesley, A. Booth
  - Applications – Staff
  - Spreadsheet for Applicants
- Beverage Garden – T. Moul, C. Nylund
  - Suppliers
  - BCLC Special Event Permit
- Musicians – J. Beesley, A. Booth
- Sponsors – J. Beesley, T. Moul, J. Lamb
  - Sponsorship Package
  - Signage – Staff
- First Aid
- Marketing Materials – Staff
  - Attachment; 2024 Poster Artwork for reference
- Rentals – Staff
- Grants – Staff
- Security – Staff

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(d) **Cultus Lake Day Budget Review**

- 2025 Cultus Lake Day Budget Discussion
- Attachment; 2024 Cultus Lake Day Budget for reference

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(e) **Vendor Market Site Walk Through Date Confirmation**

(f) **Committee Communication**

- Platform for group communication and file sharing between Committee members and staff
- Activate Committee email accounts

**(7) PUBLIC QUESTION PERIOD**

**(8) NEXT MEETING**

**(9) ADJOURNMENT**

*THAT the Cultus Lake Park Board Community Events and Engagement Committee meeting held March 13, 2025, be adjourned.*



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

TUESDAY, FEBRUARY 11, 2025  
CULTUS LAKE PARK OFFICE BOARDROOM  
4165 COLUMBIA VALLEY HIGHWAY, CULTUS LAKE, BC

**Present** J. Beesley – Chair  
**Committee** T. Moul – Vice Chair  
**Members** K. Lees  
A. Booth  
R. LeBlanc  
T. Seeley – Via Zoom  
C. Beesley  
J. Powley  
C. Pickering  
C. Nylund

**Staff** Chief Administrative Officer – J. Lamb  
Administrative Assistant, Communications & Events Coordinator – H. Hill – Via Zoom

**Board** Commissioner E. Jartved  
**Members**

**(1) CALL TO ORDER**

The Chair called the meeting to order at 7:03 pm 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: T. Moul Seconded by: R. LeBlanc

- (a) ***THAT** the Cultus Lake Park Board Community Events and Engagement Committee approve the Agenda for the Meeting of February 11, 2025; and*

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

**CARRIED**

**(3) CORRESPONDENCE**

**(4) REPORTS BY STAFF**

**(5) NEW BUSINESS**

(a) **Committee Member Welcome and Introductions**

- Community Events and Engagement Committee Terms of Reference
- Board Committee System Policy
- Board Procedures Bylaw No. 1233, 2023

(b) **Committee Meeting Scheduling**

The committee discussed scheduling for future committee meetings and noted that every second Tuesday of the month at 7:00 pm would work best for all members until such time that additional meetings would be required, and those meetings would be scheduled accordingly.

(c) **Review of Core Events and Planning Timelines**

- Distribution of 2025 Community Events and Engagement Committee Planning Binders
- Overview of Core Events and Date Selection:
  - Cultus Lake Day (approved for June 21, 2025)
  - Movie Nights in the Park
  - Party in the Plaza
  - Cultus Lake Christmas

(e) **Cultus Lake Day Planning**

- Review and assignment of roles of responsibilities:
  - Parade – C. Beesley, J. Powley, K. Lees
  - Pancake Breakfast – Fire Department
  - Volunteers – R. LeBlanc
  - Kid's Activities – R. LeBlanc
  - Rotary Train – Not Established
  - Vendors Market – T. Seeley, M. Lemieux
  - Food Trucks – J. Beesley, A. Booth
  - Musicians – J. Beesley, A. Booth
  - Beverage Garden – T. Moul, C. Nylund
  - BCLC Special Event Permit – T. Moul, C. Nylund
  - Beer, Wine and Cider Suppliers – T. Moul, C. Nylund
  - Rentals – Staff
    - Tables
    - Fencing
    - Generators
  - First Aid – Not Established
  - Sponsorships – J. Beesley, T. Moul, J. Lamb
  - Marketing Materials – Staff
  - Grants – Staff

The committee members were each issued an electronic planning binder that included the Community Events and Engagement Committee Terms of Reference and all other relevant information to support them in their event planning and preparation.

The committee discussed previous events and dates, and if there were any ideas or interest for new events. No new events were decided upon at this time.

The committee discussed the importance of securing sponsorship for Cultus Lake Day as early as possible which will entail having the sponsorship package ready including approval of the poster artwork.

The committee discussed the importance of also securing musicians and equipment for Cultus Lake Day as early as possible. Staff confirmed they have received communication from Appaloosa (J. Stolz) to confirm their availability and interest in supporting the stage and sound system set up as well as performing at the event.

The committee discussed setting up a time to meet with previous committee members (L. Shears, L. Klassen) who have offered to discuss the duties for the parade preparation and planning for Cultus Lake Day.

The committee discussed the importance of confirming a security plan for the Beverage Garden at Cultus Lake Day. Staff noted they are in discussions with the BCLC to request that four (4) names be allowed to be added to the Special Event Permit to allow for breaks and to ensure there are always at least two (2) persons on site.

The committee requested to set up separate emails for each role of responsibility (i.e., parade@, vendors@, etc.) so each inquiry can be responded to in a timely manner and to keep everything streamlined to the committee member(s) who are handling that area. Staff confirmed they will assist with setting up these email accounts.

The committee discussed setting a flat rate for the vendor fees and the importance of communicating with each approved applicant to have additional resources for wireless payment systems and to encourage the vendors to provide customers with an option to pay by cash. Staff agreed and noted that even though the Rogers wireless system within the park has been upgraded since last year there can still be issues due to the volume of people.

The committee discussed the importance of having an event organizer designated for each event.

**(6) PUBLIC QUESTION PERIOD**

No public questions.

**(7) NEXT MEETING**

Tuesday, March 11, 2025, at 7:00 pm.

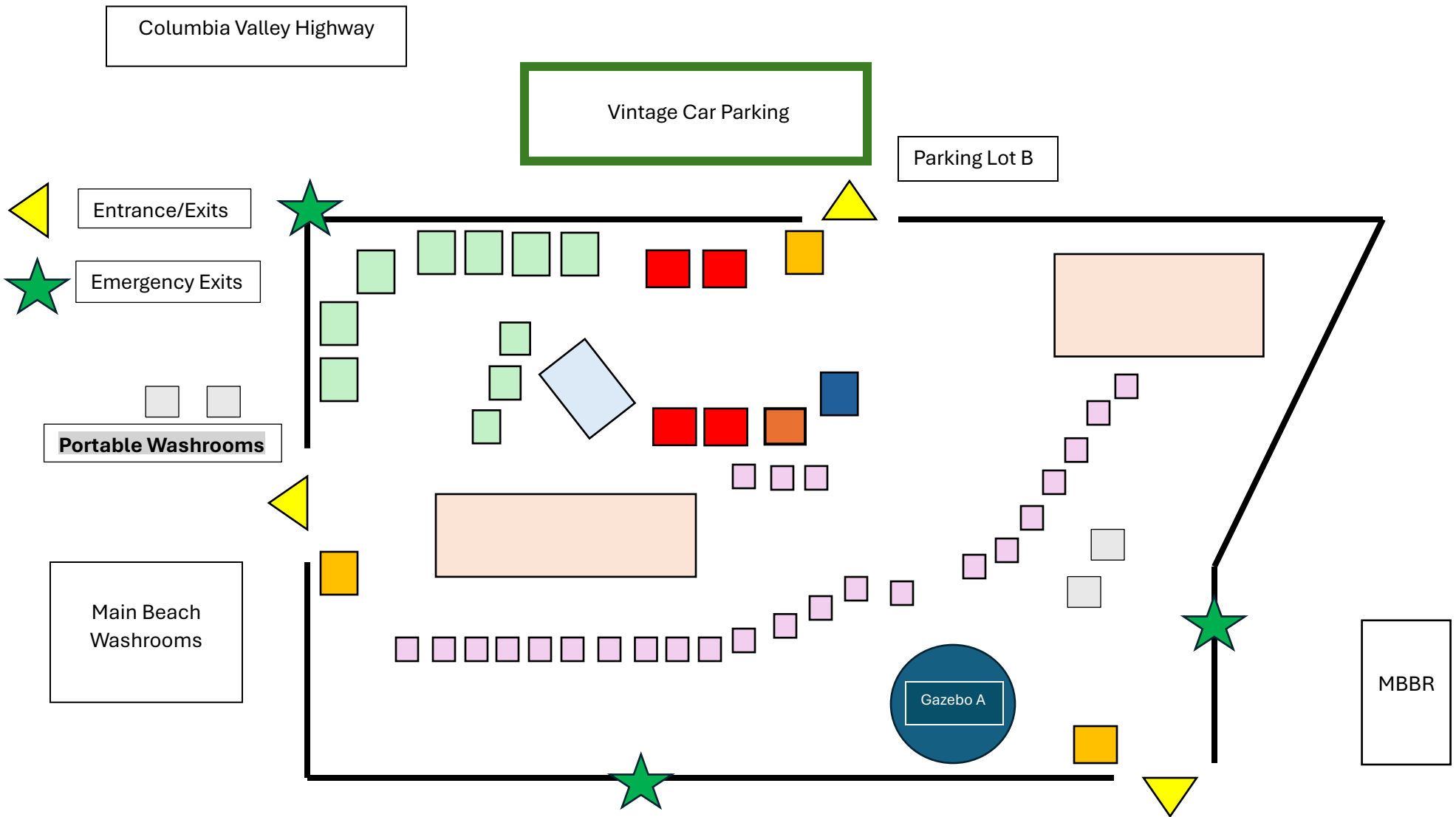
**(8) ADJOURNMENT**

Moved by: R. LeBlanc    Seconded by: A. Booth

***THAT** the Cultus Lake Park Board Community Events and Engagement Committee Meeting held February 11, 2025, be adjourned at 8:36 pm.*

**CARRIED**





Children's Activities

Vendor Market (38) 10 x 10

Security Tent

Food Trucks (10)

Alcoholic Beverage Sales

Emergency Exits

Stage

First Aid

Ticket Sales/Wristbands

Total estimated attendees inside event space at one time: 5000

Cultus Lake - Main Beach





PRESENTING SPONSOR

**envision**  
FINANCIAL  
A DIVISION OF FIRST WEST CREDIT UNION

*Invites you to come out and enjoy*

# Cultus Lake Day

*Saturday, June 22 - 2024*

**8:30 am - 10:30 am:** Pancake Breakfast by donation at Cultus Lake Fire Hall

**9:45 am:** Parade check in

**11:00 am:** Parade begins (along Sunnyside Boulevard, First Avenue and Second Avenue)

**12:00 pm - 5:00 pm:** Children's Fun Area at Main Beach

**11:30 am - 6:30 pm:** Vendors Market at Main Beach

**11:30 am - 9:00 pm:** Food Vendors at Main Beach

**12:00 pm - 9:30 pm:** Beverage & Entertainment Gardens at Main Beach  
(Two pieces of identification required to purchase alcoholic beverages)

**12:00 pm:** Parade participant prize draw at the stage in the Entertainment Garden

**PAY PARKING IN EFFECT**

To participate or for further information, contact the Community Events and Engagement Committee at [cultuscommunityevents@cultuslake.bc.ca](mailto:cultuscommunityevents@cultuslake.bc.ca)



TOURISM  
**CH'ILLIWACK**



[www.cultuslake.bc.ca](http://www.cultuslake.bc.ca)





# Cultus Lake Day

Budget 2024

	<b>REVENUE</b>
Tourism Chilliwack:	\$ 3,000.00
BCFFE:	\$ 2,700.00
FVRD:	\$ 4,000.00
<b><u>Sponsorships</u></b>	
Envision (Presenting):	\$ 5,500.00
Save On Foods (Train):	\$ 1,200.00
NextLevel Financial:	\$ 1,000.00
Cultus Lake Memorial Church (Inflatable):	\$ 750.00
CANEX (Inflatable):	\$ 750.00
Leaffilter:	\$ 500.00
Naomi Adams (Beverage garden):	\$ 1,000.00
Tolamika Ventures:	\$ 1,000.00
The Degroot Family:	\$ 1,500.00
Club Pilates:	\$ 500.00
Mathnasium (Chilliwack):	\$ 500.00
Beverage Garden:	\$ 12,000.00
Vendor Fees (Market & Food Trucks):	\$ 5,200.00
Face Painting Revenue:	\$ 500.00
<b>Total Revenue:</b>	<b>\$ 41,600.00</b>

**EXPENSES****External Marketing**

The Progress: \$ 1,300.00

**Kids Activities**

Tents: \$ 1,080.84

Portable Washrooms: \$ 1,200.00

Inflatables: \$ 3,192.00

Parade (Harrison Highlanders): \$ 500.00

Train: \$ 1,200.00

**Beverage Garden**

Wine: \$ 1,200.00

Beer/Cider: \$ 9,000.00

10 Tall Tables: \$ 120.00

Liquor Licence: \$ 1,013.05

Serving It Right (3 certificates): \$ 109.00

Fencing: \$ 5,790.23

Generator/Spider Box: \$ 1,756.53

Music Acts and Stage: \$ 7,800.00

Signage: \$ 1,300.00

Lunch Vouchers: \$ 400.00

Miscellaneous (tickets, water, snacks): \$ 500.00

St. John's Ambulance: \$ 250.00

Photography: \$ 250.00

Security: \$ 3,000.00

**Total Expenses: \$ 40,961.65**

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**Profit (loss): \$ 638.35**