



CULTUS LAKE PARK BOARD COMMUNITY EVENTS AND ENGAGEMENT COMMITTEE MEETING AGENDA

TUESDAY, JUNE 17, 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 June 17, 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 June 3, 2025.*

(4) CORRESPONDENCE

(5) REPORTS BY STAFF

(6) NEW BUSINESS

(a) **Movie Nights in the Park – July 1 + 4, August 1 + 15**

- Confirm Committee Members to Manage July 18, August 1, August 15

(b) **Cultus Lake Christmas**

- Confirm date for the Cultus Lake Christmas Event

(c) **Cultus Lake Day Planning**

- Progress review for:
 - Pancake Breakfast – Cultus Lake Volunteer Fire Department
 - Parade – C. Beesley, J. Powley, K. Lees
 - Soowahlie First Nation Parade Placement
 - Participant Update
 - Preamble to Participants, Licence Plates
 - Parade Route
 - Volunteer Pre-Event Meeting
 - Rotary Train – C. Beesley, J. Powley, K. Lees
 - Seating Placement

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- Kid's Activities – R. LeBlanc
 - Volunteer Schedule
 - Preamble Letter, Licence Plates for Non-Residents
- Volunteers – R. LeBlanc
 - Preamble Letter / Licence Plates for Non-Residents
- Vendor Market – T. Seeley, C. Pickering
 - Final List – Payment Confirmations
 - Vendor Market Booth Placement Map
 - Preamble Letter, Licence Plates
- Food Trucks – J. Beesley, A. Booth
 - Food Truck Placement Map + Legend
- Beverage Garden – T. Moul, C. Nylund
 - Suppliers
 - Preamble Letter, Licence Plates
 - Keg Storage
 - Volunteer Schedule, Preamble Letter, Licence Plates

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- Musicians – J. Beesley, A. Booth
 - Soowahlie First Nation Confirmed, Reserved Parking
 - Musician Line Up Poster
 - Master of Ceremonies Script
- Sponsors – J. Beesley, T. Moul, J. Lamb
 - Tent Placements

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- First Aid – Staff
- Marketing Materials – Staff
 - Event Poster with Sponsors
 - Chilliwack Progress Quotes – Approve Ad Size for Thank You Print Ad
- Rentals – Staff
- Grants – Staff
- Security – Staff

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(d) **Event Set Up**

- Load In + Set Up Schedule, To Do List for Friday, Saturday, Sunday (Work in Progress; will be updated after Meeting)
- Additional Parking Needs for Reserved Parking or Licence Plates for Lot D

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(e) **Cultus Lake Day Budget**

- Cultus Lake Day Budget Update

(f) **Supply List and Event Signage**

- Confirm Any Additional Items and Signage Needed
- Event Lanyards for Committee + Staff

(7) PUBLIC QUESTION PERIOD

(8) NEXT MEETING

(9) ADJOURNMENT

THAT the Cultus Lake Park Board Community Events and Engagement Committee meeting held on June 17, 2025, be adjourned.



CULTUS LAKE PARK BOARD COMMUNITY EVENTS AND ENGAGEMENT COMMITTEE MEETING MINUTES

TUESDAY, JUNE 3, 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
C. Beesley
A. Booth
J. Powley
R. LeBlanc
C. Nylund
C. Pickering

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

Board Commissioner E. Jartved
Members

Regrets T. Seeley

(1) CALL TO ORDER

The Chair called the meeting to order at 7:02 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: C. Pickering Seconded by: R. Leblanc

- (a) ***THAT*** the Cultus Lake Park Board Community Events and Engagement Committee approve the Agenda for the Meeting of June 3, 2025; and

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

CARRIED

(3) APPROVAL OF COMMITTEE MINUTES

Moved by: K. Lees Seconded by: J. Powley

THAT the Cultus Lake Park Board Community Events and Engagement Committee approve the Minutes for the Meeting of May 13, 2025.

CARRIED

(4) CORRESPONDENCE

(5) REPORTS BY STAFF

(a) Planning Guide Review and Public Works Tasks

- Review Cultus Lake Day Planning Guide Plus List of Items to be Completed by Public Works

Chief Administrative Officer, Joe Lamb, noted he is working with Cultus Lake Fire Department Fire Chief Mazuren to organize the closing of public roads and access areas for safety purposes with respect to the parade route. Staff will prepare to send a notice to residential and commercial leaseholders to inform them of the closures.

(b) Community Presenters in Gazebo A

- Confirmation of Demonstration Booths in Gazebo A

Committee members agreed to invite members of the Cultus Lake Stewardship Society (CLASS) and the Fraser Valley Invasives Society (FVISS) to participate with their awareness and education booths.

(6) NEW BUSINESS

(a) Party in the Plaza Planning

- Date confirmation for Friday, August 29, 2025

Moved by: R. Leblanc Seconded by: T. Moul

THAT the Cultus Lake Park Board Community Events and Engagement Committee request that the Party in the Plaza event is moved to Friday, August 29, 2025.

CARRIED

(b) Movie Nights in the Park Planning

- Confirm Movie Selections for July 4, July 18, August 1, August 15

Committee members agreed on the movies selections for each night and have sent requests to the distribution company to check availability. The movie selections chosen were Inside Out 2, Moana 2, Back to the Future, and Captain America, A Brave New World.

(c) Cultus Lake Day Planning

- Progress review for:
 - Pancake Breakfast – Cultus Lake Volunteer Fire Department
 - Cultus Lake Golf Course Discussion Re: Acknowledgement
 - Parade – C. Beesley, J. Powley, K. Lees
 - Soowahlie First Nation Invitation to Participate

- Rotary Train – C. Beesley, J. Powley, K. Lees
 - Discussion with C. Smit
- Kids Activities – R. LeBlanc
- Volunteers – R. LeBlanc
- Vendor Market – T. Seeley
 - Select Additional Committee Member for Support
 - 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
 - Serving It Right Program Manual
- Musicians – J. Beesley, A. Booth
 - Soowahlie First Nation Invitation to Perform and/or Opening Welcoming
- Sponsors – J. Beesley, T. Moul, J. Lamb
 - Sponsorship Updates
 - Signage – Staff
- First Aid – Staff
- Marketing Materials – Staff
 - 2025 Draft Poster Artwork
- Rentals – Staff
- Grants – Staff
- Security – Staff

Committee members confirmed the invitations that have been accepted to participate on the Rotary Train in the parade are MLA Warbus, FVRD Area H Director, Taryn Dixon and family, Chair Dzaman and family, Vice Chair Beesley and Commissioner Jartved.

Committee members asked staff to assist with cones and signage to block off the inflatables in the Kid's Zone until it opens and the volunteers are there to supervise. Committee members noted that the rental company for the inflatables has an inclement weather clause and won't set up if it is raining or windy.

Committee members agreed to give volunteers a \$10 meal voucher to be used at the Food Vendors in addition to providing snacks and water.

Committee members reviewed the Special Event Permit requirements.

Committee members noted all musicians are confirmed. They also noted they would take candid photos during the event and would not need to hire a photographer.

(d) **Event Set Up and Tear Down Plans**

- Confirm Friday Set Up and Sunday Tear Down Plans and Number of Volunteers Needed

Committee members have agreed to arrive by 3:00 pm on Friday to assist with the set-up.

(e) **Cultus Lake Day Budget**

- Cultus Lake Day Budget Update

Committee members reviewed the budget.

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

- Walkthrough With Sub-Committee Members

Committee members agreed to confirm a date.

(g) **Supply List and Event Signage**

- Confirm Items and Signage Needed

Committee members reviewed the list and noted any items they may need.

(6) PUBLIC QUESTION PERIOD

There were no questions.

(7) NEXT MEETING

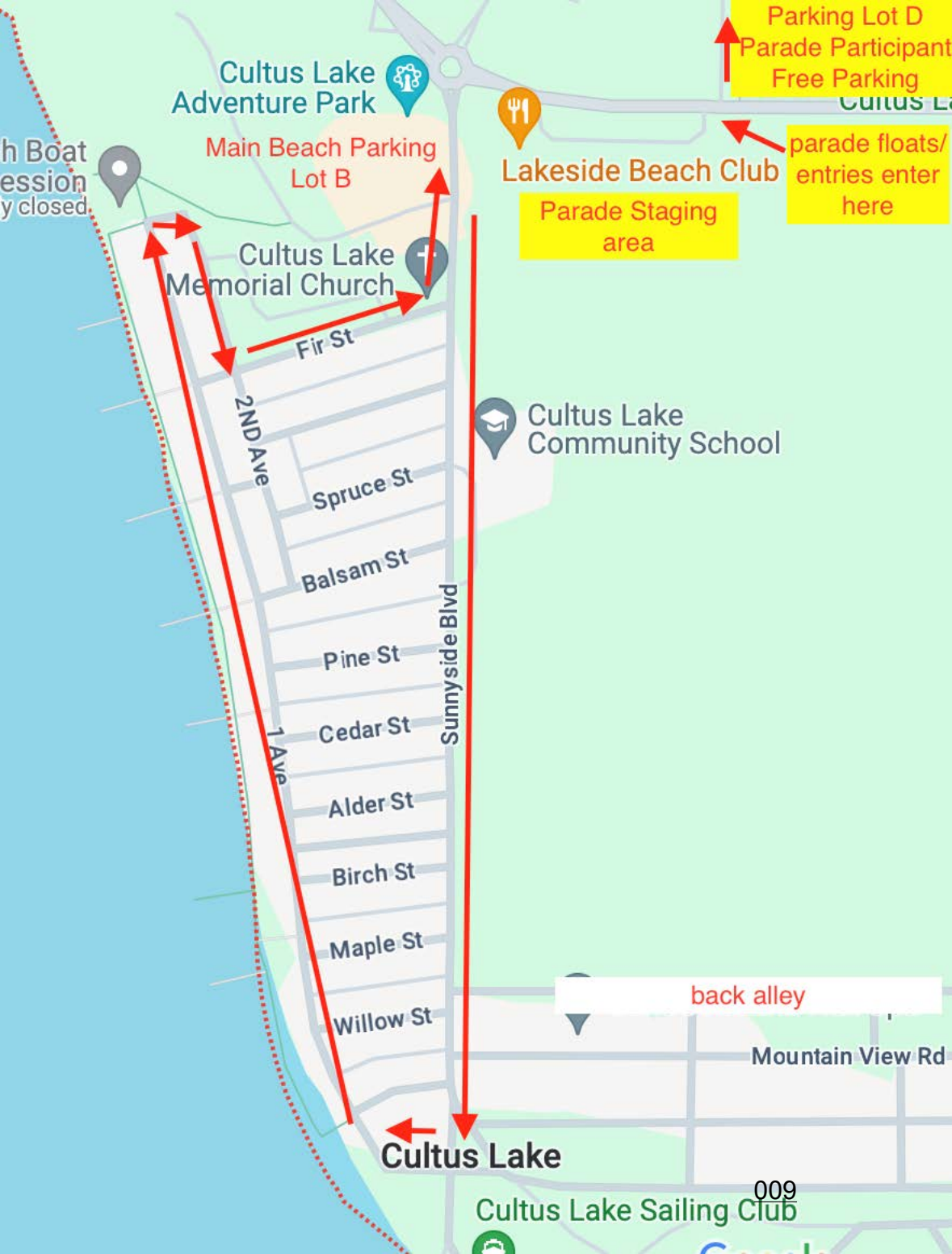
The next meeting will be held on Tuesday, June 17, 2025, at 7:00 pm.

(8) ADJOURNMENT

Moved by: K. Lees Seconded by: A. Booth

THAT the Cultus Lake Park Board Community Events and Engagement Committee Meeting held June 3, 2025, be adjourned at 9:12 pm.

CARRIED



h Boat
ession
y closed.

Cultus Lake
Adventure Park

Main Beach Parking
Lot B

Cultus Lake
Memorial Church

Fir St

2ND Ave

Spruce St

Balsam St

Pine St

Cedar St

Alder St

Birch St

Maple St

Willow St

Sunnyside Blvd

Cultus Lake
Community School

Lakeside Beach Club

Parade Staging
area

Parking Lot D
Parade Participant
Free Parking

parade floats/
entries enter
here

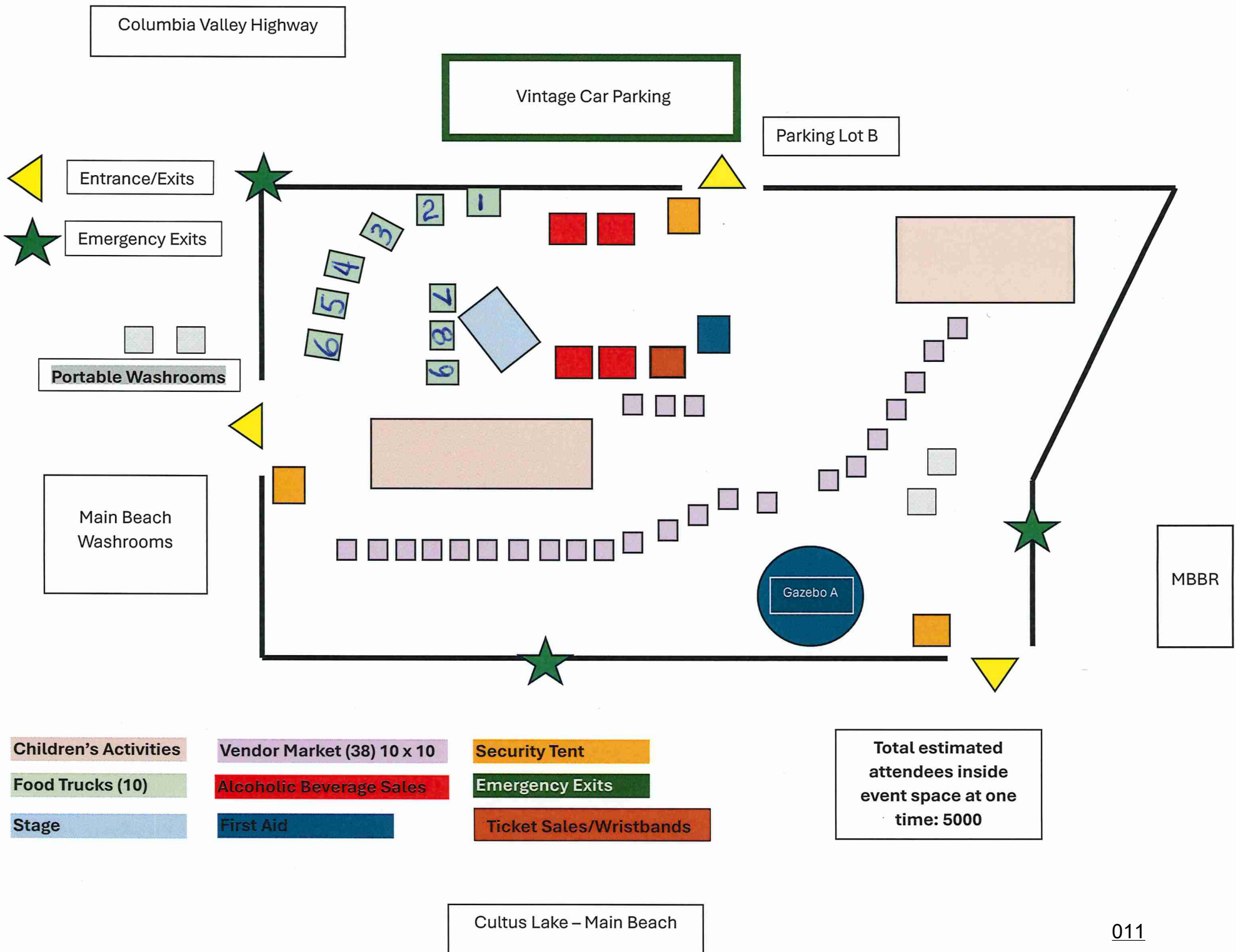
back alley

Mountain View Rd

Cultus Lake

Cultus Lake Sailing Club

009



2025 Cultus Lake Day

Food Truck Placement

See Map for reference – this allows for 5 feet clearance between each

- | | |
|--|--------------|
| 1. Cultus Lake Marina | 13 x 13 |
| Bump up towards treed area | |
| 2. Rolled West Coast | 7 W x 14 L |
| 3. Big Red's Poutine | 8.5 W x 23 L |
| 4. Crazy Gringo | 12 W x 29 L |
| 5. Corner Kick Concessions | 15 W x 24 L |
| 6. Waffle Me This | 12 W x 26 L |
| 141 feet (of approx 148 feet allowable area) | |
| 7. Crispy Falaffel Express | 7 W x 9 L |
| 8. Magical Rings Mini Donuts | 10 W x 20 L |
| 9. The Tin Cow | 8 W x 13 L |
| 52 feet (of approx. 80 feet of allowable area) | |

Cultus Lake Day

Live Music

Schedule

LAUREN WEBB 12:30 pm – 1:30 pm

TAYLOR MCRAE 1:30 pm – 2:15 pm

JADA LEROUX 2:45 pm – 3:45 pm

TYLA JONES 4:15 pm – 5:15 pm

HEAD OVER HEELS 5:45 pm – 6:45 pm

APPALOOSA 7:30 pm – 9:30 pm

Brought to you by

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F I N A N C I A L

A DIVISION OF FIRST WEST CREDIT UNION



NEXTLEVEL
COMPLETE FINANCIAL SOLUTIONS



Please come out and enjoy

Cultus Lake Day

Saturday, June 21 – 2025

Free Family Event!

Brought to you by

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FINANCIAL

A DIVISION OF FIRST WEST CREDIT UNION

8:30 am - 10:30 am

Pancake Breakfast by donation at Cultus Lake Fire Hall

9:45 am

Parade check in at the Plaza

11:00 am

Parade begins (along Sunnyside Boulevard,
First Avenue and Second Avenue)

12:00 pm - 5:00 pm

Children's Fun Zones 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)



TOURISM

CHILLIWACK

Fraser Valley Regional District



www.cultuslake.bc.ca

For further information, visit our website:

www.cultuslake.bc.ca/visitor-events/

Or email: cultuscommunityevents@cultuslake.bc.ca



PAY PARKING IN EFFECT

Re: Cultus Lake Day Ad

From: Chilliwack Progress

Hi Heidi,

Thanks for inquiring!

Here are the rates you requested:

- 1/4 page – 5.11 inches x 6 inches- \$595
- ½ page – 10.33 inches x 6 inches - \$840
- Full page -10.33 inches x 12.25 inches - \$1295

These rates do not include our \$7.85 e-edition fee or gst.

Currently we deliver to 26,000 homes in Chilliwack and Agassiz and the entire paper is uploaded to our website at www.theprogress.com which receives over 600,000 page views per month and has 140,000 unique visitors.

Since our online audience is so huge, you may also want to consider some digital display ads on our site. Here are some rates:

- 10,000 impressions - \$258
- 25,000 impressions - \$490.50
- 35,000 impressions - \$652.70

As for the deadlines, our booking deadline is Monday at noon and our press deadline is Wednesday at 3pm.

For the ad copy, I listed the sizes with the prices above. We would prefer a pdf, without bleed and in CMYK format.

Let me know if you have any other questions.

Thanks.
Maureen

Friday

Phoenix Tents (Envision Marquee Tents)	10 am – 12 pm
Roam Rental Mobile Bar (Matt Houweling)	12 pm - 1 pm
Super Save Fencing	TBD
Committee Members Arrival	3 pm
Appaloosa Productions/Stage Delivery	6 pm

To Do:

Walkthrough Vendor Market Site Set Up

Tent Set Up

Beverage Garden + Tables (2) / Chairs (4), attach signage

Volunteer + Table (1) / Chairs (6), attach sign

Security (3) + Tables (3)/Chairs (6), Lost + Found Box

Face Painting + Tables (2)/Chairs (8)

Train Station + Table (1)/Chairs (2)

Stage + Table (1)/Chairs (6)

Gazebo A – 3 x Tables/Chairs (6)

Hang signage

Event Signage placement

Picnic Table Placement / Tablecloths

Distribute Walkie Talkies/Vests/Signage for Parade

Decorate Rotary Train/Attach Signs

Decorate Bar

Saturday

Committee members + Event Staff Arrival	8:00 am
Cocktail Tables Delivery	8:00 am
Parade Registration Set Up	8 – 9 am
Jake Stolz (Production Set Up)	8:30 am
Food Truck Vendors Arrival	9 am – 10 am
Vendors Arrival	9am – 10 am
Market Sponsors Arrival	10 – 10:30 am
Chestnut Springs Trailer Load In	TBD
Old Yale/Sidekick Load In	10 – 10:30 am

To Do:

Distribute Radios + Safety Vests to Parade Volunteers
Distribute Event Lanyards to Volunteers, Committee, Staff
Tablecloths on Cocktail Tables
Prep Beverage Garden Ticket Booth
Train to PW yard after finished

Sunday

Cocktail Tables Pick Up	10:00 am
Phoenix Tents Pick Up	11 am – 1 pm
Roam Rentals Mobile Bar PU	TBD
Chestnut Springs Trailer PU	TBD

Monday

Super Save Fencing Tear Down	TBD
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2025 Cultus Lake Day Budget

REVENUE	
Tourism Ch'illiwack:	\$ 3,000.00
FVRD Electoral Area Grant:	\$ 4,000.00
<u>Sponsorships</u>	
FWCU - Envision (Main Stage):	\$ 5,000.00
Cultus Lake Memorial Church (Fun Zone):	\$ 1,500.00
Naomi Adams (Beverage Garden):	\$ 1,500.00
Fortin Home Hardware (Train):	\$ 1,200.00
Next Level Financial (Entertainment):	\$ 2,500.00
Kanu Bites + Bevvy (Beverage Garden):	\$ 1,000.00
CANEX (Parade):	\$ 1,000.00
Tolamika Ventures:	\$ 1,000.00
The Degroot Family:	\$ 1,500.00
CUPE Local 458:	\$ 500.00
Simpson Notaries:	\$ 500.00
Murray Mazda:	\$ 500.00
<u>Other:</u>	
Donations:	\$ 250.00
Beverage Garden:	\$ 16,300.00
Vendor Fees (Market & Food Trucks):	\$ 5,160.00
On Site Donations:	\$ 1,295.00
Total Revenue:	\$ 47,705.00
Cultus Lake Park Board	\$ 6,000.00
EXPENSES	
External Marketing	
The Progress (Pre-Event):	\$ 1,098.00
The Progress (Post-Event):	\$ 840.00
Graphic Designer:	\$ 500.00
Signage:	\$ 2,000.00
Kids Activities	
Inflatables:	\$ 4,401.60
Parade (Highlanders):	\$ 500.00
Rotary Train:	\$ 1,200.00
Beverage Garden	\$ 11,590.30
Wine:	\$ 1,559.70
Craft Beer:	\$ -
Domestic Beer:	\$ 250.00
Cider:	\$ 600.00
Tents (No Cost, Envision):	\$ -
10 Tall Tables:	\$ 118.46
Liquor Licence:	\$ 1,013.05
Serving It Right (Certificates):	\$ 36.75
Other	
Pancake Breakfast:	\$ 402.15
Fencing:	\$ 5,475.24
Portable Washrooms:	\$ 1,200.00
Two Way Radios:	\$ 398.67
Generator/Spider Box:	\$ 850.00
Music Acts and Stage:	\$ 7,575.00
Lunch Vouchers:	\$ 600.00
Miscellaneous (tickets, water, snacks):	\$ 500.00
St. John's Ambulance:	\$ 250.00
Security:	\$ 3,000.00
Office + Event Supplies:	\$ 500.00
Total Expenses:	\$ 46,458.92
Profit / (Loss):	\$ 1,246.08

Revenue / Expense TBD

Updated 06.13.2025