



## **Staff Report**

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**To:** Dan Best, Chief Administrative Officer

**From:** Jo-Anne Fields, Community Services Manager

**Date:** May 15, 2017

**Report:** CSD.17.07

**Subject:** Cultural Collective Delegation Request –  
MacNaughton Park – Farmer’s Market/Special Events

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### **Recommendation:**

**That** South Huron Council receives the report from Jo-Anne Fields, Community Services Manager re: Cultural Collective Delegation Request – MacNaughton Park – Farmer’s Market/Special Events;

**And that** Council authorize staff to work with Cultural Collective members to execute their special events in a safe environment.

### **Background and Analysis:**

Cultural Collective is a South Huron youth-led cultural organization with experience in music, visual arts, drama, filmography and more. The group has hosted a number of special events in Exeter over the past two years.

At a delegation to Council on May 1, 2017, Cultural Collective announced that the Farmer’s Market has become a sub-committee of the organization, and they will work together to successfully continue to operate this event at MacNaughton Park.

## Cultural Collective Delegation Request – MacNaughton Park – Farmer’s Market/Special Events

Transportation and Community Services Managers met at MacNaughton Park on Tuesday, May 2, 2017 to review the site requests for the Farmer’s Markets and the proposed special events.

Within a two block radius, there are approximately 90 parking spaces available for visitors to MacNaughton Park. This should be adequate for the Farmer’s Market, special events, trail users, pool patrons, families enjoying a picnic at the pavilion, and frequenters of the splash pad and playground area.

Overflow traffic can park at Elliott Park and/or along Church Street. Staff will monitor traffic flow and parking and address any concerns accordingly.

Vendors can unload in the angle parking spaces or directly behind the swimming pool.

Garbage/recycling containers will be within the immediate area of the Farmer’s Market and special events. Staff will work with Cultural Collective should these units not be adequate.

For special events, beverage service can be provided by Cultural Collective obtaining a special occasion permit (SOP) or through a catering endorsement of the South Huron Recreation Centre permanent liquor license. Staff will discuss options to move forward. Cultural Collective must comply with all rules and regulations of the Alcohol and Gaming Commission of Ontario (AGCO), as well as the South Huron Municipal Alcohol Policy (MAP). Staff will coordinate with the group to ensure policies are followed, the area is properly fenced and adequate signage is posted.

MacNaughton Park is a destination of choice and we believe that the Farmer’s Market and the special events proposed for MacNaughton Park will be a great opportunity for South Huron to showcase this beautiful amenity.

### **South Huron’s Strategic Plan:**

#### **6.1.1.1 Strategic Vision Goals:**

- Increasing visitors to the community to enjoy local commercials and entertainment amenities

## Cultural Collective Delegation Request – MacNaughton Park – Farmer’s Market/Special Events

### 6.2.1 Key Priority Areas and Strategic Directions:

- Communications, promotion and marketing of our municipality, including internal and external communications

### 7.2.5 Strategic Objective: Dedicated Economic Development Effort:

- Key Priorities:
  - Economic development a priority
  - Communications, promotion and marketing of our municipality

### **Financial Impact:**

At this time, we believe that staff time dedicated to the proposed events will be minimal, however this would not be determined until after one season of operation. Staff will monitor and track over the 2017 season.

Cultural Collective representatives have investigated insurance needs and coverage and are awaiting a response. The Municipal insurer has been notified regarding the Farmer’s Market and proposed special events taking place at MacNaughton Park and do not anticipate an impact on Municipal insurance costs. Please note that the Collective will be required to provide a Certificate of Insurance naming the Municipality as an additional insured and providing indemnification to the Municipality prior to the event(s) moving forward.

At this time, only one vendor providing musical entertainment uses hydro for the Farmer’s Market. Utility costs are not broken down to a level of detail to provide adequate costing for the proposed events and would be difficult to determine.

### **Legal Impact:**

There are no legal implications for the Corporation resulting from the proposed recommendation.

### **Staffing Impact:**

Staff will organize job functions such as grass cutting and trimming to reflect events organized in this park space. Cultural Collective members will be responsible for moving picnic tables, event fencing,

Cultural Collective Delegation Request – MacNaughton Park – Farmer's  
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garbage and recycling cans to this site when required. Benches are in the park for visitors to enjoy.

**Policies/Legislation:**

No policies, by-laws and or legislation associated with this report.

**Consultation:**

Chief Administrative Officer – Consulted with the CAO to discuss this report and the special events that have been requested for MacNaughton Park.

Transportation Services Manager – Consulted and met on site with the Transportation Services Manager to discuss the logistics of these events, safety concerns, parking and ensuring adequate signage is in place.

Corporate Manager/Clerk – Consulted with the Corporate Manager/Clerk regarding insurance.

Financial Services Manager/Treasurer – Consulted with the Financial Services Manager/Treasurer to review and comment on report.

Cultural Collective – Consulted the Cultural Collective representatives to discuss coordination and moving forward with these special events.

**Attachments:**

- N/A

Respectfully submitted,



Jo-Anne Fields  
Community Services Manager

I concur with this report.

Dan Best MPA, BA  
Chief Administrative Officer