



Raisin Region Conservation Authority

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To: Board of Directors
From: Lisa Van De Ligt, Communications Specialist
Date: October 29, 2020
Subject: Proposed event: Gray's Creek Holiday Sparkle

RECOMMENDATION:

THAT the Board of Directors approve hosting the Gray's Creek Holiday Sparkle at the Gray's Creek Conservation Area lead by the Social Development Council of Cornwall and Area.

AND FURTHER THAT the Board of Directors approve the RRCA be an event partner, provide in-kind services and permit the required operational changes, as presented.

BACKGROUND:

The RRCA was approached by the Social Development Council of Cornwall and Area (SDC Cornwall) to host a winter event at Gray's Creek Conservation Area (i.e. Gray's Creek Holiday Sparkle) this December. As limited events will be offered this 2020 holiday season due to COVID-19, the community is seeking opportunities to get outside and celebrate in a safe and family-friendly environment.

DISCUSSION:

A drive-through, night-time, holiday-themed event with light displays along the Gray's Creek roadway has been proposed by SDC Cornwall. The public will be invited to drive along the roadway (one-way only) Thursday to Sunday in December (first 4 weekends) to view the displays. Foot/bike traffic will not be permitted to walk along the roadway to view the displays.

SDC Cornwall will coordinate/lead the event with the RRCA as the host and partner. SDC Cornwall has recruited volunteers and potential sponsors for the event. Sponsorship/volunteer interest has already been expressed by Diversity Cornwall, Centre York, United Way, Agape Centre, Cornwall Tourism, Desjardins, SDG Library, and Boys and Girls Club. Volunteers will be responsible for traffic control, display setup, fundraising, promotions, etc.

EOHU guidance has been obtained to ensure the event is compliant with their COVID-19 directives. Final event plans will be sent to the EOHU for approval. SDC Cornwall will be providing event insurance with the RRCA listed as a third party.

Some RRCA operational changes would be required:

- Gray's Creek Conservation Area would be open after dusk (typically closes at dusk).
- Snow removal along roadway, if required (typically the roadway is closed and not maintained during the winter months). Staff propose to provide the snow removal service in-kind.

Staff are also proposing to oversee security and power setup (i.e. generators), covered by the fundraising, as the event is on our property. Staff also propose to support promotions (but will not lead it) by reviewing prepared material and sharing on the RRCA website and social media platforms.

The event request was not received in time to obtain approval at the October RRCA Board of Directors meeting. Staff are looking for Board direction prior to the scheduled November 19 meeting so that SDC Cornwall may continue with the event planning.



Lisa Van De Ligt,
Communications Specialist