

# POST HALLOWEEN 2012 EVENT 'WRAP' NOTES

Meeting Tuesday Nov. 13, 2011

At Meadowood Fire Hall

**Attended:** Dan Francoeur, Dick Shantz, Dave Jones, Dana Mellway, Alf Jablonski, Tim Peligren, Elaine Peligren, Bob Donald, Annie Donald

Overall feedback given was great, with terrific verbal accolades from many folks who attended the event. The editorial piece in 'The News' was excellent coverage. While estimates were thought to be well over 1,000 people, a more realistic conservative guess would likely be 700-800. The parking lot was filled to available capacity and 265 Goodie Bags were given out at the Haunted Walk & some within the Fire Hall area.

**Parking:** Set up was much better than previous year, but could have used 2-3 more Directional volunteers on site for the internal parking routine. Better lighting needed for the parking area. It was also recommended we get permissions to use the section behind Meadowood Store as an overflow area for parking. Both these parking areas have flooding issues during heavy rains which may require additional filling &/or levelling.

**Food:** It was felt there were too many hot dogs and not enough burgers. About 50 people had to be turned away when burgers ran out. Recommendations were that both groups should amalgamate their food tables into one area, preferably outside the Fire Hall entrance doors with only one Donations Pot. There may have been too much confusion with segregation of the food groups. The extra large tent could be used to service the food kiosks, instead of where it was located off to the side this year. It was also suggested we look into purchasing a large propane heated cooking vat/unit to heat the water quickly for the hot dogs, etc. This unit could then be shared between both groups for similar events throughout the year. As this event could turn into a very large annual affair, it may be prudent to charge a nominal fee for the food (burgers & dogs) to offset some of the costs. We could set up a 'ticket' system as a food payment method.

**Bonfire:** Claimed by everyone to be the biggest & best bonfire ever! A great suggestion for next year would be to have "entertainment" at the bonfire – local jug bands &/or residents bring their instruments for a jam session. A recommendation was mentioned to also have the bonfire gravel area leveled and graded.

**Port-A-Potties:** Portable washrooms should be located within closer proximity to the Fire Hall for ease of access and availability.

**Haunted Walk:** Clear directional signage needed for Haunted Walk Entrance and area. So many folks were 'lost' in the dark & wandering into unsafe areas while attempting to get down into the Scary Walk sector. The Haunted Walk was deemed to be not long enough by many visitors. Next year it will need to be relocated up into the tree-line area of the newly developed Park. Thus it will enable bigger and better displays when tall trees are available. Thanks to Dana, having the Karaoke system available in the Scary Walk was a great hit with the visitors. They had such fun making scary noises into the microphone! Further recommendation was made to get more projection screen equipment built into the Haunted Walk for next time.

**Security:** Clearly more perimeter security could have been used to keep folks out of the unsafe areas & when the Fireworks were being set off. It's a huge area to monitor and about 20+ more volunteers needed to handle this task.

**Fireworks:** Spectacular, amazing, excellent, awesome, were some of the dozens of adjectives used to describe the extravaganza. It was clearly a challenging task for both groups to keep the fireworks dry during the downpours that day. Kudos to all those who worked tirelessly on this portion of the event!

**Signage:** Discussion on permanent signage units led to suggestion that we need about 8-9 permanent triangle sign stands built for directional use, etc. Dick offered to arrange/organize that task. Another suggestion was to have lights set up to clearly outline all the signs within the Park for the event, so they are visible in the dark.

**Information Booth:** The information booth set up in front of the Fire Hall was not as well attended as anticipated, due partly to location. It was likely by-passed by many folks. Possibly set up closer to the Parking area may be of benefit, especially to get the Event Maps to the people before they start through the area. This could possibly eliminate some of the confusion.

**Lighting:** Require more definitive perimeter lighting and outlines. Many people were stumbling around in the dark, not knowing where they were going.

**Timing of Activities:** Suggested that the start time for Fireworks be delayed to 8:30, instead of 8:00 p.m. So many people were still driving into area at 7:45 to 8:15, creating difficulties in the Parking area, and leaving many folks not able to see the Haunted Walk until after the Fireworks display. There are still so many families who take their children into town for door-to-door trick 'n treat which delays their arrival to the area.

**Financial:** There were not many 'donations' received by either group. Final figures were not in, however, it was felt that we may need to charge a fee next year for the food & drink area to offset some of the costs.

**Sponsorship:** Going forward, we should look into getting sponsorship from businesses.

**Attendance Counts:** Suggest individuals be assigned to attendance counts, & provided with 'clicker counters' to monitor folks. These volunteers could be stationed at the entrance of the roadway from the parking lot towards the Main Event area. Perhaps another individual could monitor "vehicle" counts as well.

**Generators:** Suggestion for 2-3 additional generators required to service improvements for lighting plus Haunted Walk enhancements.

**Overview:** The event was a huge success despite the inclement weather. Tweaking some of the general observations, learnings and operations will generate an even more exciting outcome for future events.

*Sincere thanks extended to all those who gave so much energy and expertise  
to this joint venture – Congratulations on a job well done!!*