

**SUMMERfest In Pelham Committee
Meeting Notes
April 13, 2011, Town Hall**

Present: Todd Barber, Chair, Downtown Beautification Committee, Bea Clark, Chair, Pelham Transportation Committee, John Wink, Chair, Pelham Business Association, Councillor Gary Accursi, Vickie vanRavenswaay, Manager of Community Services
 Regrets: Katie Thorpe Community Services Coordinator, Councillor Catharine King

Agenda Item	Discussion	Person Responsible, Action and Due Date
Welcome	Vickie welcomed everyone to the meeting.	
Additions to Agenda	Committee agreed on agenda items	
Adoption to the Agenda		
Budget	The Committee worked through a proposed budget to be submitted to the Director of Financial Services (attached)	Vickie will submit to Cari Pupo
Marketing Proposal	The Committee reviewed the marketing proposal from Tiger Eye Solutions. The proposed plan included content for website, marketing materials, sponsorship program, preliminary stage media releases, social media campaign. Branding image/brochure/sign/ad template design. Including logo, event poster, advertising template vendor package, sponsor package, event map/schedule brochure. The proposal was comprehensive and at a reasonable price. Recognizing time is marching on and it is essential to get the marketing plan in place a.s.a.p. The Committee accepted the proposal in the amount of \$2,000.00.	Vickie will process a P.O. for Tiger Eye Solutions Marketing Proposal.
Food Service within CIP area Potential	Food Service providers within the CIP area will be invited to a meeting to be held on Monday April 18 at noon in the Council Chambers. The invites will be delivered by hand no later than Friday April 15. At this meeting a Leader will be chosen to coordinate and be the	Vickie will prepare invite. Todd and Gary will deliver to all Food Service Businesses within the CIP. Todd will Chair the proposed meeting on

	spokesperson for the CIP Food Services Businesses for the event. This spokesperson will also sit on the SUMMERfest Committee.	Mon.April18.
Other Vendor Booths	Vendor applications will be accepted from outside the CIP business area by May 1	
Other Business	Good Neighbour Program Grant from Meridian Credit Union	Vickie will apply for grant
Next Meeting Adjournment	April 27 th 4:30pm-6pm	