

**SUMMERfest In Pelham Committee  
Food/Beverage Provider in CIP Area Meeting Notes  
April 18, 2011, Town Hall**

**Businesses in Attendance:** Paul Roode from Indulgence, Fred Arbour from Klagers, Nathalie Kita from Chez Fromage, Mossimo Citrigno from Mossimos, Rocco Spano from Gelato Village, David Watt & Leigh Atherton from Zest and Patti Fagan from The Café on Main & Wine Bar

**Planning Committee Members Present:** Todd Barber, Chair, Downtown Beautification Committee, Councillor Gary Accursi, Councillor Catharine King, Vickie vanRavenswaay, Manager of Community Services

**Regrets:** Bea Clark, Chair, Pelham Transportation Committee, John Wink, Chair, Pelham Business Association, Katie Thorpe Community Services Coordinator,

Agenda Item	Discussion	Person Responsible, Action and Due Date
Welcome	Vickie welcomed everyone to the meeting.	
Introductions	Introductions took place	
Overview	Vickie gave the group an overview of the event background and where the Planning Committee is at this point. All Food/Beverage Providers within the CIP area were invited to the meeting (15 in total). The Planning Committee are at the point of need to know what the Providers in the area are going to be offering and how to handle other possible vendors that are outside the CIP area. (businesses that have not been affected by the downtown construction)	
Budget	Vickie gave an overview of the Event budget. (costs approx. \$25,000.00) and possible ways of generating revenues. Estimated attendance 10,000 – 15,000 for the day.	
Around the Table Discussion	Discussion took place around the table <ul style="list-style-type: none"> <li>- How will the Businesses outside the road closure be able to accommodated.</li> <li>- Will the Planning Committee be looking after the LCBO permits? How does the new festival</li> </ul>	Vickie will be contacting LCBO and the Public Health Dept. to get specifics and information regarding what the best way would be to handle this

	<p>legislation come into effect?</p> <ul style="list-style-type: none"> <li>- Will there be one large Food/Beverage Tent?</li> <li>- Who will run the Tent?</li> <li>- Businesses outside the CIP area, will they be allowed in? How will they be regulated?</li> <li>- Pelham Farmers Market – will they be invited.</li> <li>- How much will the vendor booths be?</li> <li>- Where will everything be located?</li> <li>- Is there a charge for the businesses within the CIP area to participate?</li> <li>- Public Health Department – who will be dealing with them?</li> </ul>	<p>festival.</p>
Parking	Vickie gave an overview of parking possibilities.	
Summary of meeting	<p>It was decided the 15 Food/Beverage Providers within the CIP area (list attached) will meet as a group at Mossimos on Monday May 2 at 1pm. To come up with a plan on:</p> <ul style="list-style-type: none"> <li>- What the CIP Food/Beverage providers will be offering.</li> <li>- Whether there will be one large tent or private patios or both.</li> <li>- How to handle vendors from outside of area, suggested vendor booth cost.</li> <li>- How to handle NON food/beverage vendors selling or give-aways of food/beverages.</li> <li>- How to generate enough revenues to offset Festival Costs.</li> <li>- Suggested layout of closed area.</li> <li>- How to expose businesses within the CIP area that area not within the Closed Road festival area.</li> </ul>	<p>Meeting at Mossimos Monday May 2<sup>nd</sup> 1pm.</p> <p>Report back to Planning Committee on Wednesday May 4<sup>th</sup> 4:30pm Municipal Office</p>
Next Meeting	<p>Business meeting Mossimos Monday May 2 at 1pm</p> <p>Report to Planning Com. May 4 4:30pm</p>	
Adjournment	Meeting Adjourned at 1:20pm	

