

**Pelham SUMMERfest Committee
Meeting Notes
June 8, 2011, Council Chambers**

Members Present: Bea Clark, Todd Barber, Leigh Atherton, David Watt (Zest), Paul Roode (Indulgence)
 Councillor Gary Accursi, Cathy Berkhout Bosse (Tiger eye solutions)
 Town Staff: Vickie vanRavenswaay, Manager of Community Services, Katie Thorpe, Community Services Coordinator
 Regrets: Councillor Catharine King, John Wink,

Agenda Item	Discussion	Person Responsible, Action and Due Date
Welcome	Vickie welcomed everyone to the meeting.	
Additions to the Agenda	<ul style="list-style-type: none"> • Nancy Bozzato, Town Clerk, re: Special Occasion Permit and Zest request to extend license to patio 	
Nancy Bozzato, Town Clerk, re: update Speical occasion Permit	<p>Nancy informed the Committee that Vickie prepared a report to Council requesting Summerfest be recognized as an event of municipal significance. And approved the application of by staff to apply for the Special Occasion Permit.</p> <p>Zest has also submitted a letter for approval to extend their liquor license out onto the street. In order for Council to approve the following is still required:</p> <ul style="list-style-type: none"> • Site Plan • Certificate of Insurance naming the Town of Pelham Co-insured for 2m • Also the Town of Pelham will have to enter into agreement with all licensed establishments in the festival area. 	<ul style="list-style-type: none"> • Leigh will submit site plan and insurance as required. • Leigh will approach Mossimo and Café on Main regarding license extension. • Staff will prepare required agreement for Council approval.

	<ul style="list-style-type: none"> • Nancy has requested that if other restaurants are planning on extending their permit it is essential for their request to come in immediately. At present there is not another Council meeting until June 27 due to the bi-election on June 20. • Leigh (zest) pointed out that submission must be in at least 30 days prior to the event. • Nancy assured the Committee that Council is supportive of the event and staff will do everything possible to get the agreement and zest request approved by council in time. • 	
<p>Business Arising from June 1, meeting</p>	<ul style="list-style-type: none"> • Sobeys Sponsorship • Busker Contact – David reported that he had contacted Alex Kazam, Magician, for \$200.00 for 2 hrs. He normally gets paid \$450.00 per hour. It was agreed to hire Alex for \$200. and give him a sponsorship recognition for \$700. Bea reported that she has received contacts for 4 Buskers that Niagara College had hired. Two of the Buskers were local and 2 from Toronto. The one local Busker was not available on July 23 and she will contact the other local busker for details. • Cathy reported that the established Fundraising team had met. It has been very difficult to get people committed to the committee. Committee members are: Santa Cyopik, Gerry Berkhout, Mayor Dave, Cathy Berkhout Bosse, Katie Thorpe • It is Cathy's goal to collect \$10,000. by Friday. • To Date collected: Town of Pelham \$5,000. 	<ul style="list-style-type: none"> • Cathy is going to arrange for a photo op with Sobeys giving donation. Bea will inquire at College for Busker leads • David will book Alex Kazam for \$200. Cathy will acknowledge Alex for a \$700. sponsorship • Bea will contact Shawn Ferguson, local busker to determine availability.

	Pelham Arts Festival \$1250.00, RBC \$500. The Barber Family \$100.00 = \$6,850	
Promotion Update: Cathy Berkout Bosse	<ul style="list-style-type: none"> • Cathy presented the attached Promotional Package, The Committee approved the proposal as presented, budget attached. • Street Banner was installed on Monday • Fun Run/Walk Participation Form has been forwarded to Catherine and and Bea. Bea is speaking to organizers this evening. • Summerfest Swim Meet – Vickie confirmed the swim meet will take place on Saturday July 23 from 8am – 1pm. Cathy will produce promotion to be circulated to the swim teams participating. It was suggested that the food & beverage committee distribute a free lunch coupon to each swimmer enticing families to visit the festival. 	<ul style="list-style-type: none"> • Cathy will arrange for the Video Clips to be filmed next Thursday & Friday. • Fun Run/Walk Bea is finalizing Fun Run/Walk Participation Form and will forward to form to Cathy for promotion • Swim Meet – Leigh will meet with Food/Beverage vendors to determine how the lunch coupons will work. •
Vendor Applications Received	<ul style="list-style-type: none"> • Leigh updated the committee on Food/Beverage Vendors that had applied so far. • Katie updated the committee with the applications that had been received to date. The Committee reviewed the list and approved the attached list. 	<ul style="list-style-type: none"> • Leigh will forward list of food/beverage vendors. • Katie will notify non food/beverage vendors as approved by committee.
Entertainment Update	<p>Gary presented the committee with an update on the main stage entertainment:</p> <ul style="list-style-type: none"> • Fonthill Music 12pm-1pm • Sandy Vine 1pm – 3pm • Zumba 3pm-3:30pm • Krazy Kunuck Kloggers 3:30 – 4pm • Lindsay Mills 4pm-5:30pm • AMP Fest Winner 5:30pm – 6pm • Gormans 6pm-7pm 	<ul style="list-style-type: none"> • .Gary will firm up contracts

	<ul style="list-style-type: none"> • Jean Cole 7:pm-8:30pm • Flatbroke 8:30pm – midnight • Gary notified he had been contacted by a local company that supplies stage and sound systems. He will be getting a quote and will forward to committee next week. • Gary spoke to Scoot McLeod regarding the Fire Depts. Involvement in the Festival. It was suggested that the Dept might be able to have a sprinkler set up with a fire truck. It was suggested this could be placed near the youth zone. • Bea updated the Committee on the Active Lifestyle zone. 	<ul style="list-style-type: none"> • Gary will report back on quote for stage and sound system •
Signage	<ul style="list-style-type: none"> • Bea touched on possible signage possibilities. 	<ul style="list-style-type: none"> •
Other Business	<ul style="list-style-type: none"> • Cathy requested a list of items that we will require that could be donated as services in kind. i.e picnic tables, portable toilets, etc • Identify possible parking areas 	<ul style="list-style-type: none"> • Members are to forward a list of items that could possibly be donated as services in kind. • Vickie will forward parking areas to Cathy
Next Meeting	June 15 4:30pm-6:30pm	