

**Pelham SUMMERfest Committee  
Meeting Notes  
May 18, 2011, Council Chambers**

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

| Agenda Item                              | Discussion   | Person Responsible, Action and Due Date   |
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| Welcome                                  | Vickie welcomed everyone to the meeting. Vickie informed the members that Catherine King has sent her regret unfortunately she does have other commitments on Wednesdays and is unable to attend meetings held at this time. She is willing to be involved as much as she can and will attend meeting when she is able.  |   |
| Additions to the Agenda                  |  |   |
| Adoption of Minutes of May 11, 2011      | Moved by Todd Barber, Seconded by John Wink<br>The minutes were adopted as circulated.   |   |
| Promotion Update:<br>Cathy Berkout Bosse | Cathy reported that the website had been launched.<br>The Sponsorship; Vendor; Volunteer and Entertainment Applications were all available on the website.<br><b>Sponsorship: Lead Sponsor level:</b> <ul style="list-style-type: none"> <li>• Sobey's response to \$10,000. commitment to own the stage. Gary informed the Committee that he had met with Ron Kore and he is willing to sponsor \$5,000. and he will see if Head Office will kick in another \$5,000 or maybe Master Card.</li> <li>• Cathy suggested that Frank Sicoli from Shoppers Drug Mart be approached to sponsor the Fun Walk/Run Sponsorship.</li> <li>• T-Shirts for Run, Volunteers, Winners of Amp Fest, etc. Briggsy will supply for \$8.00 a</li> </ul> | <ul style="list-style-type: none"> <li>• Gary will continue to work with Sobey's confirming sponsorship.</li> <li>• Vickie will forward Cathy a list of contacts and addresses for possible sponsorships.</li> <li>• Sun Media Package Cathy will forward further information next meeting</li> </ul> |

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|  | <p>T-shirt with logo. The Committee agreed it was a good idea and would require t-shirts although until a sponsor has been locked in limit t-shirts to 100.</p> <ul style="list-style-type: none"> <li>• Targeted Sponsor list – it was discussed that the contractors involved in the reconstruction Downtown should be approached for Sponsorships. The Committee agree there should be a letter requesting sponsorship, as well as a thank you letter for use of the Committee.</li> </ul> <p><b>Media Sponsorships:</b></p> <ul style="list-style-type: none"> <li>• Bryan Caporicci Photography has offered to his services for Videography – 20 2min news update videos, Photography and video event coverage for the day, and Finishing Services – upload videos to Youtube channel and disc with all high-resolution images videos after Summerfest for promotional purposes. At a cost of \$500.00 total value of \$6,400.00.</li> <li>• ExNihilo Web Design Proposal, \$1,125. in services cost of \$500.</li> <li>• Mypelham.com Complimentary Promo Package \$500. value.</li> <li>• Sun Media – package – additional information will be provided next week.</li> </ul> <p><b>Business Showcase Events:</b></p> <ul style="list-style-type: none"> <li>• Discussion took place regarding what CIP businesses are doing. It is important to get Vendor applications out to all business so they can respond.</li> <li>• The Committee set a deadline of Friday June 17.</li> <li>• Committee will meet Wednesday June 22 and Vendors can be</li> </ul> | <ul style="list-style-type: none"> <li>• Vickie will have the Vendor applications produce and delivered to each CIP business.</li> <li>• A list of Vendor applications will be forwarded to Committee at each meeting.</li> <li>• Vickie /Katie will compile List of events and costs and forwarded to Cathy for promotion and possible sponsorship.</li> </ul> |
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|  | <p>notified of acceptance Friday June 24.</p> <ul style="list-style-type: none"> <li>• Layout of street will take place once Vendor applications are received.</li> <li>• An update of Vendor applications received will be provided at each Committee meeting.</li> <li>• A list of Events planned with be compiled and forwarded to Cathy for promotion and sponsorship possibilities.</li> <li>• Demonstrations could be hosted by a local business(i.e. Fonthill Fitness – Zumba classes) but could be sponsored by someone else.</li> </ul> <p><b>Marketing Channels:</b><br/> Cathy touched on ways of marketing the event i.e. pre event media releases; good news stories from businesses, social media updates, weekly mypelham newsletters and register for BLOG feed.<br/> It was suggested that CHCH TV be invited to do a storey, leading up to the event.</p> |   |
| <p>Update on Service Club meeting to discuss Beer Corral, May 16</p> | <p>On Monday May 16 Bea, Paul, Todd and Vickie met with the area Service Clubs. Represented at the meeting was Royal Canadian legion, Fonthill Lions Club, Fenwick Lions Club, Fonthill &amp; District Kinsmen Club, and the Rotary Club of Fonthill. The Services Clubs were all receptive of the idea and were taking the information back to their executives or membership this week.<br/> Todd suggested that a unique structural design could be prepared to enclose the Beer Corral area. It will be required to enclose the area, therefore Forestgreen Creations will design</p>   | <ul style="list-style-type: none"> <li>• Next meeting with Service Club on Wednesday May 25 at 6:30pm.</li> <li>• Todd will meet with Fonthill Lumber regarding the supply of materials for the beer corral.</li> <li>• Vickie will contact A.G.C.O. and arrange to meet</li> </ul> |

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|                      | <p>something and Fonthill Lumber will be approached to donate the lumber for the structure.</p> <p>Possible Services in kind: Forestgreen Creations \$3,000.00 and Fonthill Lumber \$5,000.00</p>   | with Todd.                    |
| Entertainment Update | <p>Gary presented the committee with an update on the main stage entertainment:</p> <ul style="list-style-type: none"> <li>• Fonthill Music 12pm-1pm</li> <li>• Sandy Vine 1pm – 3pm</li> <li>• Zumba 3pm-4pm</li> <li>• Lindsay Mills 4pm-5:30pm</li> <li>• AMP Fest Winner 5:30pm – 6pm</li> <li>• Gormans 6pm-7pm</li> <li>• 7:pm-8:30pm</li> <li>• Flatbroke 8:30pm – midnight</li> </ul> <p>Complete covered stage with sound equipment and operators \$3,100.<br/>Buskers – Gary will be looking into hiring some buskers. David Watt, Indulgence said he know of a couple of buskers and will contact hem.</p> | David Watt – contact buskers. |
| PATC update          | <p>Bea informed the Committee she had met with her Committee and they are planning the following:</p> <ul style="list-style-type: none"> <li>• Fun Walk/Run</li> <li>• Bike Rodeo</li> <li>• Hiking, Cycling, Walking demos/information.</li> <li>• Possible swim meet that morning</li> <li>•</li> </ul>   |                               |
| Next Meeting         | May 25th 4:30pm-6:30pm  |                               |