

Pelham Summerfest 2014 Committee Meeting

April 1, 2014 – Council Chambers, 4:30 pm

Agenda Item	Discussion/Notes	Action and Responsibility
<ul style="list-style-type: none"> • Welcome – Councillor Gary Accursi • Bea Clark, Pelham Active Transportation Committee, Chair • Todd Barber, Chair, Downtown Beautification Committee • John Wink, Past Chair, Pelham Business Association • Kathleen Goodman, Director with Welland/Pelham Chamber of Commerce • Vickie vanRavenswaay, Director of Recreation, Culture & Wellness • Sally Jaeger, Admin. Assistant, Recreation, Culture & Wellness • Natalie Stickle 	<p>In attendance:</p> <p>Gary Accursi Todd Barber Bea Clark Kathleen Goodman Vickie vanRavenswaay Natalie Stickle (Partial)</p> <p>Regrets: Sally Jaeger John Wink</p>	
<p>1. Additions to the Agenda</p>	<p>Sponsor update Life span of Arches Direction of Music</p>	
<p>2. Adoption of Agenda</p>	<p>Agenda adopted as amended Moved by: Todd Seconded by: Bea CARRIED</p>	
<p>3. Approval of Minutes</p>	<p>Minutes of Mar 25/14 approved as circulated Moved by: Bea Seconded by: Todd CARRIED</p>	
<p>4. Media & Promotion – Natalie Stickle * Rack Card</p>	<ul style="list-style-type: none"> • Cathy Berkhout will attend next meeting to discuss social media - Committee is to identify & 	

	<p>approve all content for social media – relay to Cathy via Sally/Natalie</p> <ul style="list-style-type: none"> • The Voice will provide coverage of high level sponsors at no charge • Confirmed production of video teaser is underway • Rack card was discussed – Committee had some suggestions • Billboard - waiting for response from other parties <p>Natalie left the meeting at this point</p>	Natalie to provide revisions
5. Art in the Park * Gala Opening	<p>Gary & Vickie reported on their meeting with the Art Show representatives who asked for the following:</p> <ul style="list-style-type: none"> • Removal of park stage, in future, & expanded area – Stage to stay, Committee will look at layout • Thursday Gala roped off for 2 hrs – Committee recommends calling it the “Art in the Park Opener” in line with SF vision, signage only - no roped off area • Increased directional signage • Production of a show book – Committee not in support • Media day 2 weeks in advance – OK but art show only 	
6. Website Review	<p>Bea met with Melissa earlier in the week & she can make the changes to the website as requested at no additional cost. Main page will feature sponsors.</p>	
7. Critical Path	<p>Discussion took place regarding the road set up and tear down. Need to invite Ryan to attend meeting – April 15?</p>	Sally will invite Ryan
8. Other Business:	Sponsor update:	

	<ul style="list-style-type: none"> • LaFarge committed to \$2,500 • Art Festival money to support art related event – suggestion of art gallery at Fonthill Baptist Church - showcase local youth artists & park artists <p>Lifespan of Arches: Originally 5 years – time to start planning for replacement or permanency – some water leakage evident, should be inspected by engineer</p> <p>Music Update: Gary is in discussion with various musicians for Friday night performance</p>	<p>Vickie to contact Baptist Church</p> <p>Todd to contact M. Shoalts re inspection Gary will arrange for scissor lift</p>
<p>9. Next Meeting:</p>	<p>Tuesday, April 8, 2014 at 4:30 pm Social Media – Cathy Berkhout</p>	
<p>10. Adjournment</p>	<p>Meeting adjourned at 6:30 pm</p>	