

**Pelham Summerfest 2013 Committee Meeting**

**April 10, 2013 – Council Chambers 4:30 pm**

Agenda Item	Discussion/Notes	Action and Responsibility
<ul style="list-style-type: none"> <li>• Welcome – Councillor Gary Accursi, Chair</li> <li>• Bea Clark, Pelham Active Transportation Committee</li> <li>• Todd Barber, Chair, Downtown Beautification Committee</li> <li>• John Wink, Past Chair, Pelham Business Association</li> <li>• Kathleen Goodman, Director with Welland/Pelham Chamber of Commerce</li> <li>• Vickie vanRavenswaay, Director of Recreation, Culture &amp; Wellness</li> <li>• Sally Jaeger, Admin. Assistant, Recreation, Culture &amp; Wellness</li> </ul>	<p>In attendance:</p> <p>Gary Accursi Todd Barber Sally Jaeger Kathleen Goodman</p> <p>Regrets:</p> <p>Vickie vanRavenswaay Bea Clark John Wink</p>	
<p>1. Additions to the Agenda</p>	<p>1. Movie Night Update 2. Pelham Nights of Art 3. Entertainment</p>	
<p>2. Adoption of Agenda</p>	<p>Agenda adopted as revised Moved by: Todd Seconded by: Kathleen CARRIED</p>	

<p>3. Approval of Minutes</p>	<p>Minutes of Apr 3/13 approved                  Moved by: Todd                  Seconded by: Kathleen                  CARRIED</p>	<p>Approved minutes to be forwarded to Council – Sally</p>
<p>4. Promotional Plan</p>	<p>Todd related his discussion with Cathy BB re media RFQ and presented her proposal for publicity. Committee felt it was more like an offer of a promotional package for mypelham.com and a duplication of advertising which will be done by Mara.</p> <p>Gary indicated he had conversation with Natalie Stickles and she may be interested in a scaled down version of RFQ.</p> <p>Direction was given to Sally &amp; Vickie to assemble articles and publications from 2012 in chronological order, check with Carolyn for digital version, get in touch with Niagara College student who is interested in volunteer position - for Apr 24 meeting</p> <p>Moved by: Todd                  Seconded by: Kathleen                  CARRIED</p>	<p>Gary to contact Natalie to see if she would submit proposal</p> <p>Sally &amp; Vickie</p>

<p>5. Pricing – Save the Date card - Frozen drinks</p>	<p>Price received from Mara for Save the Date cards: \$338.10 for 4000 cards 4.5 x 6.5” printed 2 sides in colour – Committee approved motion to go ahead with printing Moved: Kathleen Seconded: Todd Carried</p> <p>Email from Mara indicated that frozen drink proposal would be required to follow the RFQ process to abide by the purchasing policy. Committee agreed to give Mara direction to draft RFQ in line with My Place proposal and circulate it. Committee would like to have a report back by May 7</p>	<p>Sally will let Mara know</p> <p>Sally will communicate with Mara</p>
<p>6. Update on Logistics</p>	<p>Not available yet - Carry over to next meeting</p>	
<p>7. Other Business:</p>	<p>1. Movie Night update – Sandbag weights available instead of stakes into asphalt. Can screen youth videos before main movie</p>	

	<p>2. Pelham Night of Art – Gary reported that the sub-committee held its first meeting on Apr 9 – Very enthusiastic group with numerous ideas being considered: video competition; community mural; muskoka chair decorating. They are requesting better signage, directions/maps etc to let public know about PNA; sponsorship levels to be given to Pat Hafter; budget from last year’s event to Jessica</p> <p>3. Entertainment – almost all booked; offer from professional busker to attend at cost of \$500 + “pass the hat” – Committee agreed they were not interested as Summerfest is a “free” event; Provision of stage in park - Bruce Bissell requested \$600 this year, Gary negotiated \$300 cash + an in kind sponsorship with a link from our website to Biketoberfest website – Committee agreed</p>	<p>The sub-committee will develop their ideas and bring forward a report in a couple of weeks</p> <p>Sub-committee to prepare list of signage requirements</p> <p>Sally to forward information to Pat &amp; Jessica</p> <p>Gary will confirm with Bruce</p>
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	this is an acceptable cost.	
8. Next Meeting: * Wednesday April 17, 4:30pm Council Chambers * Agenda items?	Wednesday, April 17, 4:30 pm Council Chambers	
7. Adjournment		