

Pelham Summerfest 2012 Committee Meeting

2012

April 12th 2012 Council Chambers 4:00pm Meeting Minutes

Agenda Item	Decisions Reached	Action and Responsibility
<p>1. Welcome – Councillor Gary Accursi, Committee Chair</p> <ul style="list-style-type: none"> • Bea Clark, Chair, Pelham Active Transportation Committee • Todd Barber, Chair, Downtown Beautification Committee • Vickie vanRavenswaay, Manager of Community Services • Kathleen Goodman, Director with Welland/Pelham Chamber of Commerce • John Wink, Past Chair, Pelham Business Association • Nancy Yungblut, CIS Administrative Assistant <p>Regrets</p> <ul style="list-style-type: none"> • Katie Thorpe, Community Services Coordinator 		
<p>2. Additions to the Agenda</p>	<p>Niagara Nights of Art – Friday, July 20, 2012 as circulated</p>	<p>Vickie confirmed participation of Niagara Nights of Art, Friday, July 20, 2012. Vickie will contact Pat Haftar to co-ordinate “call out” for local artists. Vickie to meet with Candice Turner-Smith re NNA involvement with the event.</p>
<p>3. Approval of minutes April 4th , 2012</p>	<p>THAT the Minutes of April 4th be approved Moved by Bea Clark, Seconded by Todd Barber. CARRIED.</p>	

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<p>4. Walk about around festival areas</p>	<p>Todd suggested the possibility of not needing a large tent; Beer & Wine Garden. Driveway to be used for food vendors. Todd will plot layout of Peace Park for the four days of Summerfest.</p>	<p>Vickie will contact Pat Haftar to request an image of layout/set up required for Art in the Park; 30 artists require 12'x12' spots each; Licencing of the Peace Park for Thursday and Friday</p>
<p>5. Summerfest 2012 Promotional Plan Carolyn Mullin- CJM Communications Cathy Berkhout-Bosse- Tiger Eye Solutions</p>	<p>Carolyn and Cathy were absent, however a report was provided for discussion by the Committee. Discussion regarding "Save the Date" proof - remove map; change pictures to picture on the Thank you cards; smaller size i.e. postcard; emphasis Saturday - bold</p>	<p>Nancy to provide Carolyn & Cathy with changes to proof for revision.</p> <p>Website; Vickie will speak to Cathy/Carolyn regarding the website. Sponsors for 2011 to be removed from the website ASAP.</p> <p>Summerfest blog; ensure that the Beer Pavillion is included in weekly blogs.</p> <p>Spokespersons; For the Committee Gary Accursi and staff; Vickie vanRavenswaay.</p>

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		<p>Agenda and committee minutes to be forwarded to Carolyn and Cathy.</p>
<p>6. Subcommittees: Updates</p> <ul style="list-style-type: none"> • Food & Beverage - • Non Food Vendor - Fees • Promotional - • Sponsorship- Kathleen • Logistics –Vickie • Entertainment –Gary • Active Zone - Bea • Kids Zone –John • Beer Corral- Todd 	<p>Food & Beverage: Gary spoke to Murray Bering regarding the Community Brunch. They are interested however they do not have the portable equipment necessary for brunch preparation.</p> <p>Sponsorship: General discussion regarding sponsorships and “in-kind” sponsorships being recognized for legitimate services.</p> <p>Sponsorship recognition is posted on website when funds are received.</p> <p>Nancy to forward list of sponsors to Kathleen.</p>	<p>Gary will contact County Boys regarding partnership with White Meadows for the Community Brunch.</p> <p>Kids Zone – Vickie to sign contract with Niagara Inflatables and forward deposit cheque.</p> <p>Sponsorship: Bike Rodeo - \$2500; Main Stage - \$10,000 or two sponsors at \$5,000 each; <i>Enbridge has expressed interest – Katie to follow-up</i> Entertainment - \$1,000 per act; Beer & Wine Garden - \$2,500; Community Brunch - \$2,500 or two at \$1,250; Jump & Bounce - \$1,500 – Meridian to sponsor; John Wink will look for additional</p>

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	<p>Beer Corral/Pavillion: Todd presented a "proto type" of the archway to be constructed for the beer corral; based on the drawing, it was decided that the name will be changed to Beer Pavillion. Todd reported that he has a sponsor for the materials and set up of the arches; also Mark Shoalts will provide design engineer services "in-kind" for the arches.</p> <p>Logistics: Todd contacted NPEI regarding electrical requirements. NPEI stated that the Committee would have to contact an independent contractor for the required work.</p>	<p>complementary sponsor; Family Fun Walk - \$2,500; Beer Pavillion - \$5,000</p> <p>RFP for Supply of Beer; closing date Wednesday, April 18, 2012.</p> <p>Todd to contact Alex Bover, ACB Electrical regarding the work.</p> <p>CIS staff to prepare design for electrical work.</p>
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	<p>NPEI will inspect final hookup.</p> <p>Vickie investigating different types of fencing required for the event.</p> <p>Entertainment: Gary is staging quotes for the main stage; Fonthill Music is on board for 10:00 am start.</p>	<p>Policing; Vickie to meet with NRP to discuss policing requirements for the event. Suggest: Thursday and Friday, 2 full time officers, plus security, Saturday 2 full time officers, plus 2 auxiliary officers and security.</p>
<p>7. Budget overview:</p> <p>8. Other Business:</p> <ul style="list-style-type: none"> • 	<p>Discussion on budget deferred to next meeting.</p> <p>Bea inquired why Summerfest was not included in Festival Ontario website.</p>	<p>Vickie to contact Cathy/Carolyn to request that all information regarding Summerfest 2012 be made available through all web listed pertaining to Ontario festivals.</p>
<p>9. Next Meeting:</p> <ul style="list-style-type: none"> • Wednesday April 18th, 4:00pm Committee Room <p>10. Adjournment</p>		<p>Adjournment at 6:30 p.m.</p>

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