

Pelham Summerfest 2014 Committee Meeting

April 15, 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 	<p>In attendance:</p> <p>Vickie vanRavenswaay Gary Accursi Sally Jaeger Todd Barber Bea Clark Natalie Stickles - Partial</p> <p>Regrets:</p> <p>John Wink Kathleen Goodman</p>	
<p>1. Additions to the Agenda</p>	<p>Update on Art Display at Baptist Church</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 Apr 8/14 approved as amended Moved by: Bea Seconded by: Todd CARRIED</p>	
<p>4. Media/Promotion</p>	<p>Natalie presented a mockup of the billboard & magazine adverts – discussion took place</p>	<p>Natalie to check with Lamar on availability of billboard</p>

	<p>regarding the PBA campaign vs. Summerfest exclusive ads. Committee prefers to go with Summerfest only</p> <p>Magnets have been delivered and will be distributed at the Pelham Home Show</p> <p>Videographer is ready to start – call out for models/varied demographics – Business Workshop – take photographs for next year’s promotion</p> <p>Facebook contest – Committee to make decision around June when we have final costs for other promotions.</p> <p>Sun Media has offered to do wrap if Voice is not available.</p> <p>Social media contacts for bands to go on contract?</p>	<p>Natalie to see about additional distribution through schools</p> <p>Gary to ask Mall if she would be willing to take photos</p> <p>Sally will circulate pricing</p> <p>Gary & Vickie to look at contract that Town revised last fall</p>
5. Fonthill Kinettes request to volunteer/fundraise	Vickie advised Committee of Kinetette’s request to fundraise – Committee will keep them in mind, possibly for art gallery/display on Friday	
6. Letter of Understanding for Beer Provision	Sally provided draft letter of understanding – Committee reviewed and made minor changes	
7. Website Content	Deferred to next week	

<p>8. Other Business:</p>	<p>Standing Items – to be added to every agenda – Deferred to next meeting</p> <p>Art gallery/display at Baptist Church – Vickie has spoken to church & they are enthusiastic about proposal – Committee to visit site after Easter – Church would prefer parking to not be restricted to Handicapped only – Find a curator to run this event, student? art club? Kinettes?</p> <p>New sponsor - Billyard Insurance – Silver level sponsor – Gormans</p> <p>Service Clubs not available for Apr 29 – can attend May Meeting</p>	<p>Vickie to arrange and notify Committee Members</p> <p>Vickie to check with Kinettes to see if they are interested - Committee members to consider possible curators.</p> <p>Vickie to arrange</p>
<p>9. Next Meeting:</p>	<p>Tentative: Wed Apr 23</p>	
<p>10. Adjournment</p>	<p>Meeting Adjourned at 6 pm</p>	