

**Pelham Summerfest 2017 Committee Meeting
April 19, 2017 – Council Chambers 5:30 pm**

Agenda Item	Discussion/Notes	Action and Responsibility
<ul style="list-style-type: none"> • Welcome – John Wink, Pelham Business Association • Councillor Gary Accursi • Bill Gibson, PATC • Candy Ashbee, PBA • Michelle Stewart, Pelham Resident • Matthew Leask, Welland/Pelham Chamber of Commerce • Sofia Labricciosa, MYAC • Vickie vanRavenswaay, Director of Recreation, Culture & Wellness • Sally Jaeger, Special Events & Festivals Programmer • Rachel Ahle, Administrative Assistant 	<p>In Attendance Vickie vanRavenswaay Rachel Ahle Sally Jaeger John Wink Matt Leask Bill Gibson Candy Ashbee</p> <p>Regrets Michelle Stewart Sofia Labricciosa Gary Accursi</p>	
<p>1. Additions to the Agenda</p>	<p>None</p>	
<p>2. Adoption of Agenda</p>	<p>Agenda adopted as circulated: Moved by: Bill Gibson Seconded: Matt Leask CARRIED</p>	
<p>3. Approval of Minutes – April 12, 2017</p>	<p>Minutes of April 12, 2017 approved as circulated: Moved by: Candy Ashbee Seconded: Matt Leask CARRIED</p>	<p>Rachel to send to Nancy</p>
<p>4. Craft Beer Informal Quotation Request</p>	<p>Cannot send out quote request to mainstream</p>	

	<p>beer: Price is face value as dictated by LCBO Option: Informal discuss with mainstream vendors (any added services/perks)</p> <p>Informal Quotation Request Form was reviewed: Craft Beer Vendors to come out Friday and Saturday ONLY, under the Arches Special Instructions: Terms were determined (maintaining profit margin, serving duties, serving size minimum of 12oz., cooling/ice requirements, supply their cups)</p>	<p>Sally to finalize Request Form and send out requests to 3 potential craft vendors by Friday</p>
<p>5. Media, Promotion & Website * Summer Fun Guide</p>	<p>Marc will be meeting with Snapped, Summerfest members to attend</p> <p>Summer Fun Guide: Free online listing and printed guide through Festivals Ontario Upgrade to 'enhanced listing' (on their website and enRoute stops) May-Labour Day = \$99.00 Pass</p> <p>App is up-to-date</p> <p>Website needs to be updated</p> <p>Rack cards are ready</p>	<p>Sally to coordinate with Marc</p> <p>Sally to update</p> <p>Distribution to begin at April 21-23 Home Show</p>
<p>6. Pelham Business Workshop</p>	<p>Dave Mammoliti (Manager at DeGroute School of Business) is willing to lead a workshop or secure another individual to do so What do we want businesses to take away from</p>	<p>Sally to coordinate with Dave Mammoliti to finalize the specifics Discuss Shuttle Buck incentive Determine target audience and</p>

	the workshop? How to take advantage of Summerfest through engagement and promotion Length of time: 2hr (7-9pm) max Middle of May on a Monday evening Incorporate Shuttle Bucks	cost	
7.	Critical Path Review	Deferred	
8.	Sunday Breakfast - Matt	Nothing to report	
9.	Car Show – Bill Gibson	Notices went out this week Trophies and signs have been started Shopping Plaza Parking	Bill to continue Vickie to meet with Craig
10.	Youth Sub-committee – John	Concerns regarding management/oversight of the youth events in MSSP were voiced Requirements: Security and Supervision Events to take place after 1pm on Saturday	Sub-Committee to take this into consideration
11.	Festival Licensing	Agreements were sent to Council and passed last night Zest, Gelato and Pub on the Hill will be sent their Agreements in the near future A Request for Security Plan will be mandatory prior to signing	Sally to send out Agreements
12.	Special Events Trailer Wrap/Transit Sponsorship Opportunity	Transit Sponsorship opportunities were discussed – Continue next week Trailer wrap declined	
13.	Vendor Update	Minor edits: “Pelham Business” and duplicates	Jodi to make corrections as

		needed
14. Logistics Update	Deferred	
15. Security Update/Lighting	Deferred	
16. Other Business:	Sponsorship Updates: Approx. \$15,000 in Sponsors to date	Sally to put together a list of new local businesses for Michelle to reach out to
17. Next Meeting:	April 26, 2017 Bill Gibson to Chair the meeting	
18. Adjournment	Motion to Adjourn at 6:30pm Moved by: Matt Leask Seconded: Bill Gibson	