

Pelham Summerfest 2014 Committee Meeting

April 23, 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 (5:45 pm??) Sally Jaeger Todd Barber Bea Clark John Wink Natalie Stickles</p> <p>Regrets:</p> <p>Kathleen Goodman</p>	
<p>1. Additions to the Agenda</p>	<p>Art in The Park – dealt with under Media/Promo Supper Market Sponsor Update</p>	
<p>2. Adoption of Agenda</p>	<p>Agenda adopted as amended Moved by: Todd Seconded by: John CARRIED</p>	
<p>3. Approval of Minutes</p>	<p>Minutes of Apr 15/14 approved as circulated Moved by: Todd Seconded by: John CARRIED</p>	

<p>4. Media/Promotion</p>	<p>Rack cards have gone to print Bill Board Costs – Pattison (last year’s location) cost for Jul 1-31 \$1,100; Lamar cost \$980. Pattison may match cost. Multi-year contract may reduce cost as well. Motion to have Natalie negotiate with Pattison and secure preferred location made by Todd, seconded by John, CARRIED</p> <p>Natalie presented the billboard mockup - Committee reviewed and made recommendations for minor revisions</p> <p>Art in the Park – Pat is requesting flyers – Committee prefer to utilize existing creative from rack card and add art show information</p>	<p>Natalie to follow up with Pattison</p> <p>Natalie to revise</p> <p>Sally to meet with Pat – Natalie to assist with design</p>
<p>5. Website Content Review</p>	<p>Web content was reviewed and additional revisions and updated content was discussed</p>	<p>Sally & Natalie to communicate with Melissa next week</p>
<p>6. Labatt Letter of Understanding</p>	<p>Draft letter was reviewed and revisions recommended – Committee prefer less formal wording/letter format</p>	<p>Sally to revise & circulate</p>
<p>7. Other Business:</p>	<p>Gary gave an update on the Supper Market</p> <p>Standing items to be added to each agenda: Sponsorship Update Critical Path Website content</p>	
<p>8. Next Meeting:</p>	<p>Wed Apr 30/14 at 4:30 pm</p>	
<p>9. Adjournment</p>	<p>Meeting adjourned at 6:35 pm</p>	