

SUMMERFEST COMMITTEE MINUTES

MEETING DATE: Tuesday, April 24, 2018 – 5:30 PM
Town of Pelham, Council Chambers, Fonthill

Present:

John Wink (Committee Chair)
Councillor Gary Accursi
Bill Gibson (PATC)
Bill Sheldon (Resident)
Candy Ashbee (PBA)
Sofia Labricciosa (MYAC)
Sally Jaeger (Special Events & Festivals Programmer)
Alison Brown (RCW Administrative Assistant)
Jodi Hendriks (Culture & Community Enhancement Programmer)

Absent with Regrets:

Vickie vanRavenswaay (Director of Recreation, Culture & Wellness)
Matthew Leask (Welland/Pelham Chamber of Commerce)

Special Guests

Amanda Laprise (Brock University)
Max Burtcher (Labatt)

1 DECLARATION OF QUORUM AND CALL TO ORDER

The Chair, John Wink, declared quorum and welcomed everyone.

2 ADOPTION OF AGENDA

Moved by: Candy Ashbee
Seconded by: Bill Sheldon

THAT the agenda for the April 24, 2018 Summerfest Committee Meeting be approved as amended.

CARRIED

3 DISCLOSURE OF PECUNIARY INTEREST & GENERAL NATURE THEREOF

There were no disclosures of pecuniary interests from any of the members of the committee

4 APPROVAL OF MINUTES OF PREVIOUS MEETING

Moved by: Bill Gibson
Seconded by: Sofia Labricciosa



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CARRIED

5 TEEN ZONE/MYAC UPDATE (Amanda Laprise from Brock joined)

- 5.1 Teens want to be moved closer to the main Summerfest area. Would like their own food vendor in that section with inflatables. Brock sports to be potential volunteers at the inflatables. Sally to keep trying to get in touch with Arcade on Wheels.
- 5.2 Need to better advertise the teen zone, through social media and signage. Candy to look into paid social media advertisements.
- 5.3 Look into having a Brock tent in the teen zone. Amanda to look at what a popular giveaway would be for teens. Amanda will go back to her team to see what some other options are.
- 5.4 Discussion around glow in the dark options for teens. Sally to further investigate.

6 LABATT PRODUCT REVIEW (Max Burtcher from Labatt joined)

- 6.1 Discussion around adding additional serving station or portable beer stand. Max to ask and see what the options are. Second bar would need to have a reefer close.
- 6.2 Beer order to be in the beer store by Monday, Wednesday at the latest.
- 6.3 Discussion around dropping reefer truck in Peace Park on Thursday and moving it Friday morning.
- 6.4 Labatt to have two staff working on Thursday – Sunday, signage to go up on Friday.
- 6.5 Sally to send Max SOP number.

7 BEER & WINE PROVIDER RFQ REVIEW

- 7.1 Committee reviewed the beer RFPs submissions.

That, the RFP for the provision of craft beer at Summerfest received from Kame and Kettle be accepted.

Moved by: Bill Sheldon
Seconded by: Bill Gibson

CARRIED

- 7.2 Discussion around wine RFP submissions. Sally to follow up with wineries. Committee will review and finalize at next meeting

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8 SERVICE CLUB HONORARIUMS

8.1 Discussion took place regarding service club volunteer shifts and base rates for serving honorariums.

Motion was made that the Summerfest Committee set a maximum upset limit of \$8600 to be distributed to service clubs as an honorarium for serving.

Moved by: Bill Sheldon

Seconded by: Candy Ashbee

CARRIED

9 VENDORS

9.1 Country Boys has requested to load in a longer trailer. Committee to allow them to bring larger trailer. Sally to double check hydro hook up for larger trailer.

10 ENTERTAINMENT UPDATE

10.1 Gary has reached out to some additional Buskers. Busker stages to be taken down by 5:30pm. Each Busker will have a 30-minute time slot. Discussion around allowing Buskers to put out money jars.

10.2 Gary still working out the details with Niagara AV and the LED screen and equipment.

10.3 Gary met with Cabaret Eh. They will be entertaining the children's area and getting some attending children involved in the activities.

11 LOGISTICS

11.1 Sally met with Outfront Fencing. Proposing to do the same thing and same price as previous year.

11.2 Sally to speak with Ryan regarding balance of fencing.

12 SPONSORSHIP OUTREACH UPDATE

12.1 Sally gave update on sponsorship status. Sally to draft sponsorship email to send to John.

12.2 Gary gave update on Enviro Niagara. Enviro Niagara to bring race car to Car Show.

13 BREAKFAST UPDATE - Deferred

14 MEDIA, PROMOTION & WEBSITE

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- 14.1 Candy gave an update on Social media and discussed weekly themes highlighting specific topics. This week theme was sponsorship and each sponsor will be highlighted individually.
- 14.2 Save the date cards and fridge magnets were distributed at the Home Show. Gary and Bill Gibson to take some to their meeting with downtown businesses. The rest will be distributed throughout town.

15 CAR SHOW UPDATE

- 15.1 Bill Gibson gave an update on the status of the car show. The brochure is almost complete. Sally will have a sample printed for next meeting. Everything is on target.
- 15.2 A pre-registration has been received from Moncton, New Brunswick. Bill to get pictures to send to Candy for Social Media promotion.

16 LEGACY PROJECT UPDATE

- 16.1 Bill Gibson gave an update on the arches legacy project.

17 OTHER BUSINESS:

- 17.1 Sally to invite Ryan Cook and Bob Lymburner to the next available meeting to review road closures and security

18 NEXT MEETING

- 18.1 Tuesday, May 1, 2018 – 5:30 pm

19 ADJOURNMENT

The meeting of the Summerfest Committee, April 24, 2018 was adjourned at 7:45 p.m.

Moved by: Candy Ashbee
Seconded by: Bill Gibson

CARRIED