

## Pelham Summerfest 2013 Committee Meeting

April 24, 2013 – Council Chambers 4:30 pm

Agenda Item	Discussion/Notes	Action and Responsibility
<ul style="list-style-type: none"> <li>• Welcome – Bea Clark, Pelham Active Transportation Committee, Chair</li> <li>• Todd Barber, Chair, Downtown Beautification Committee</li> <li>• John Wink, Past Chair, Pelham Business Association</li> <li>• Kathleen Goodman, Director with Welland/Pelham Chamber of Commerce</li> <li>• Vickie vanRavenswaay, Director of Recreation, Culture &amp; Wellness</li> <li>• Sally Jaeger, Admin. Assistant, Recreation, Culture &amp; Wellness</li> <li>• Regrets: Councillor Gary Accursi</li> </ul>	<p>In attendance:</p> <p>Todd Barber Sally Jaeger Vickie vanRavenswaay Bea Clark Kathleen Goodman Jessica Ruddell - partial Mara Bray - partial</p> <p>Regrets: Gary Accursi John Wink</p>	
<p>1. Additions to the Agenda</p>	<p>1. Art in the Park Flyer – printing costs</p>	
<p>2. Adoption of Agenda</p>	<p>Agenda adopted as amended Moved by: Todd Seconded by: Kathleen CARRIED</p>	
<p>3. Approval of Minutes</p>	<p>Minutes of Apr 17/13 approved</p>	<p>Approved minutes to be</p>

	<p>Moved by: Todd                  Seconded by: Kathleen                  CARRIED</p>	<p>forwarded to Council – Sally</p>
<p>4. Pelham’s Night of Art and Communities in Bloom updates – Jessica Ruddell</p>	<p>Recap of Night of Art Committee &amp; ideas – Showcase with local businesses to bring attention to upcoming Night; Youth Art Contest – judged event; Performance artists, music, dance &amp; theatre – Committee confirmed no funds for honorariums this year; Community art project – painting of muskoka chairs proposed - Committee not supportive of idea – Todd had alternate suggestion reusing pallets to create “walls”; video “shorts” will be shown under the arches before Movie Night feature film – will need to start by 9:30pm.</p> <p>CIB will participate in Kids Zone with flower pot painting and planting – time frame needed by mid- May</p>	<p>Todd to present his idea at Pelham's Night of Art meeting Apr 30</p> <p>Jessica to report back with time frame that CIB would be attending</p>
<p>5. Update on Logistics – Mara</p>	<p>Mara reviewed bids for:                  1. Washrooms – increased # of units - Halco – approx. \$2,000 – clarify “in-kind” value for sponsor list.</p>	<p>Mara to clarify all in kind donations</p>

	<p>2. Security – Sheprot (sp?) Security - mtg May 7 to go over details.</p> <p>3. Inflatables \$3,100 – finalized – mini-golf back in</p> <p>4. Fencing – Action Fencing \$1,220 – may need to increase quantity but that will be determine in future Garbage skips - \$327 for two</p> <p>5. Shuttle – Thurs 4-10pm x 2 Sat 12-6 pm x 1 6 stops</p> <p>6. Mats for electrical cords - \$300</p> <p>7. Photo booth – 2 vendors available 4-11pm for \$1000 – vendors recommend small charge/donation to prevent abuse and asked about rain protection – Committee will provide shelter; Have one vendor in Kids Zone 10am-5pm, second vendor on Pelham St 5-11pm</p> <p>Clothing – Todd working on design</p> <p>Electrical – Mara to follow up with electrician</p>	<p>Committee will consider once vendor layout is determined</p> <p>Mara will follow up</p>
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	Chairs – quantity to be determined	
6. Beer RFQ	<p>Mara has confirmed Great Lakes are to provide beer at same price as last year</p> <p>Frozen drinks can't be single sourced – need to verify numbers in My Place proposal – Mara will contact other local parties to determine interest.</p> <p>Kathleen suggested wristbands or some other method of identifying persons who have already been ID's – a Summerfest hand stamp with blue ink was approved</p> <p>Need to set up meeting with Service Clubs</p>	<p>Mara to call other sources</p> <p>Todd to clarify with Tom that it is only Saturday</p> <p>Mara to get hand stamp</p> <p>Vickie</p>
7. Media/Promotion	<p>Todd &amp; Vickie met with Natalie Stickles and clarified the scope of work/commitment required. She is interested in working for Committee at hourly rate or package</p> <p>Vickie &amp; Bea meeting with NC student next Wednesday – will be providing sample article</p>	<p>Rework 2012 proposal as package – Vickie &amp; Sally</p> <p>Vickie &amp; Bea</p>

	<p>Look at hiring both - get student to do leg work, social media, blogging, videos etc. Have Natalie do more of the professional aspects, graphic layouts, sponsorship promotion etc.</p> <p>Best pricing from ATPH for Art in the Park flyers - \$499.75 for 5000</p>	<p>Vickie to consult with Finance re sourcing/purchasing requirements</p> <p>Sally to ask Mara to order asap</p>
8. Sponsor Update	<p>Still have some 'irons in the fire' which Bea will follow up</p> <p>Bea proposing to contact additional business aiming for lower level sponsors - Committee supportive of this idea</p>	<p>Bea to follow up and send emails</p>
9. Critical Path	<p>Budget - May 1</p> <p>Signage - to be determined along with layout development</p>	
10. Other Business:	<p>Kathleen's contact re birdhouses in Kids Zone confirmed that it is possible - contact later</p> <p>Vendors applications - Vickie setting up meeting with Food &amp; Bev sub-committee soon</p> <p>Save the Date cards - need to be distributed</p>	<p>Vickie</p> <p>Vickie (Halee)</p>

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11. Next Meeting: * Wednesday May 1, 4:30pm Council Chambers * Agenda items?	Wednesday, May 1, 2013	
7. Adjournment	Meeting adjourned – 6:35 pm	