

Pelham Summerfest 2012 Committee Meeting

2012

April 25th 2012 Committee Room 4:00pm

Agenda Item	Decisions Reached	Action and Responsibility
<p>1. Welcome – Councillor Gary Accursi, Committee Chair</p> <ul style="list-style-type: none"> • Bea Clark, Chair, Pelham Active Transportation Committee • John Wink, Past Chair, Pelham Business Association • Todd Barber, Chair, Downtown Beautification Committee • Kathleen Goodman, Director with Welland/Pelham Chamber of Commerce • Vickie vanRavenswaay, Manager of Community Services • Katie Thorpe, Community Services Coordinator 		
<p>2. Additions to the Agenda:</p>		
<p>3. Approval of minutes: April 18th, 2012</p>	<p>THAT the minutes of April 18th be approved Moved by Todd Barber Seconded by Bea Clark CARRIED</p>	
<p>4. Subcommittees: Updates</p> <ul style="list-style-type: none"> - Food & Beverage - - Non Food Vendor - Fees - Promotional - - Sponsorship- Kathleen - Logistics –Vickie - Entertainment –Gary - Active Zone - Bea - Kids Zone –John - Beer Corral- Todd 	<p>Food and Beverage Vickie updated the Committee on Food and Bev sub- committee Paul is the spokesperson of the committee. Food & Bev Committee suggested that peace park food service be included in the vendor application as a package worth \$1,000. SF Committee agreed to put vendor forms out and actively seek interested catering</p>	<p>Staff to create another food vendor and non-food vendor draft.</p> <p>Brad to set up meeting with Alex electrician.</p> <p>Vickie to put out security RFP for Security for Canada Day and Summerfest.</p>

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	<p>companies/ restaurants. SF Committee agreed to have "No pets" at the festival.</p> <p>Once vendors are confirmed we can provide them with a sheet with festival specifics including "bringing lights".</p> <p>Next Food and Bev meeting May 24th. Committee reviewed Food vendor form and non-food vendor forms made changes.</p> <p>Committee to review Welland Food Festival and North Bay Canal Days, Grape and Wine vendor forms.</p> <p>Logistics</p> <p>Fence around Peace Park to sit inside the sidewalk.</p> <p>Electrical- Need to find out if we can upsize power. Need a permanent fixture to provide 200 AMP's</p> <p>Next step meet with NPE. Vickie met with NRP they agreed that we would not need policing Thursday and Friday. NRP want to know requirements of who we are hiring for Security.</p> <p>2 Officers and 2 Auxiliaries.</p> <p>Niagara Night of Art</p>	<p>Vickie to email Kathleen regarding looking at equipment at storage facility.</p> <p>Katie to connect with buskers and book. (Alex Kazam)</p> <p>Volunteers Katie to coordinate volunteers and volunteer forms.</p> <p>Katie to email Kathleen sponsor updates</p>
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	<p>- Committee suggested to include people's choice in the Children's Art Show.</p> <p>Entertainment Kids Zone Summer Staff needed for Kids & Active Zone.</p>	
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<p>5. 5:00-5:30pm Summerfest 2012 Promotional Plan Carolyn Mullin-CJM Communications Cathy Berkhout-Bosse-Tiger Eye Solutions. Melissa Ex Nihilo Web Designs.</p>	<p>Postcard- May 18th as a cut off date for insert card. Poster ready after July 1 Sponsor deadline June 15th \$1,000 or more. 3rd program information. June 29th for program. 10th of July printed. Replace. Paid media starting in July. Social media- Laying out schedule following blog schedule. Facebook, Twitter. Working on analytic report. Committee agreed to continue with Event Brite and add Summerfest Facebook event closer to date. Niagara Nights of Art. Communication piece of that night separately. Add their website to our website and connect on Facebook and Social networks. Gary to get all band social media links to Cathy. Melissa will make following corrections. Melissa to speed up sponsors rolling. Sponsorship logos Once we get more sponsors they will be included on top</p>	
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		<p>banner. Press release for sponsorship done by Monday and put in the paper next week. Target for certain events.</p>	
<p>6. 5:45pm RFP Supply of Beer for Summerfest: Input from Service Clubs.</p> <p>Fonthill & District Kinsmen Bob Wastle & John Stringer Rotary Club of Fonthill Frank Solich</p> <p>Fonthill Lions Jake & Brian Fenwick Lions Darren Crowe & Bill Farion</p>	<p>Service clubs unanimously voted to go with Great Lakes. Because provided most profit. \$100 difference in price for keg. Hands get cold and lug ice around and pay cost of deposit on cans. For Molson we need to pick up product more work. Need to return beer to the beer store. Profit greater and ease of set up better with Great Lakes Need to have power 220 to the beer pavilion. Need to find the power that is needed to run units. SF Committee will make the decision and let Service Clubs know tomorrow. Todd Barber making a motion to accept Great Lake Proposal Seconded by John Wink. MOVED.</p>	<p>Town Staff to notify Great Lake and Service Clubs of the acceptance of the Great Lakes RFP.</p>	
7. Budget overview:			
8. Other Business:			
<p>9. Next Meeting:</p> <ul style="list-style-type: none"> Wednesday May 2, 4:00pm Council Chambers 			
10. Adjournment:	John and Bea MOVED.		