

**Pelham Summerfest 2017 Committee Meeting
April 26, 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, RCW Administrative Assistant • Dave Mammoliti, Manager, Executive MBA, DeGroot School of Business, McMaster • Mary Lou Hilyard 	<p>In Attendance:</p> <p>Gary Accursi Bill Gibson Candy Ashbee Matthew Leask Sofia Labricciosa Vickie vanRavenswaay Sally Jaeger Rachel Ahle Dave Mammoliti Mary Lou Hilyard</p> <p>Regrets:</p> <p>John Wink Michelle Stewart</p>	
<p>1. Additions to the Agenda</p>	<p>None</p>	
<p>2. Adoption of Agenda</p>	<p>Agenda adopted as circulated Moved by: Candy Ashbee Seconded by: Matt Leask CARRIED</p>	
<p>3. Approval of Minutes – April 19, 2017</p>	<p>Minutes of April 19, 2017 approved as circulated</p>	<p>Rachel to forward to Clerk</p>

	<p>Moved by: Matt Leask Seconded by: Candy Ashbee CARRIED</p>	
<p>4. Pelham Business Workshop</p>	<p>Dave Mammoliti, an expert in business and marketing, provided a brief introduction to his background in business as an Executive MBA at the DeGroot School of Business of McMaster University and a marketing professor at Brock University</p> <p>Dave’s questions were addressed regarding the Pelham Business dynamic. Through our discussions, it was determined that the Committee should first gauge the interests of the Pelham businesses directly to pinpoint what they would like to see in a professional workshop.</p> <p>As a result, Candy will be hosting a pre-planning session that all downtown and shopping plaza businesses will be invited to attend. This pre-planning session will provide the Committee with the information needed to proceed with developing an effective workshop that Pelham Businesses will surely benefit from</p> <p>Motion to approach local downtown/plaza businesses to attend a pre-planning workshop session to determine what their needs are prior to proceeding with formal workshop. Proposed pre-planning date for May 15, 2017</p> <p>Moved by: Candy Ashbee Seconded by: Matt Leask</p>	<p>Staff to create a flyer and hand-deliver week of May 1 to invite businesses to the pre-planning workshop with Candy for May 15</p> <p>Candy to prepare a list of questions that will be addressed with the Pelham Businesses to effectively determine what they would like to learn from a</p>

	<p>CARRIED</p> <p>Dave also stressed the importance of being able to provide demographics (such as age, gender, location) of attendees to the businesses and sponsors This will allow us to tailor our events, entertainment, and vendor selection to the demographic = increase value of the festival, sponsorship</p>	<p>professional workshop</p> <p>Staff to develop a demographics survey New volunteer opportunities (SF Ambassador) or look into the cost of a third-party company that will survey</p> <p>Committee to research how other festivals track detailed demographics (Mary Lou)</p>
<p>5. Media, Promotion & Website * Country89 – Commercial Scripts * App – sliders on landing page</p>	<p>Sally and Marc met with Barb from Country89 -Commercial scripts to be prepared: General + one highlighting each day (F/S/S) -Barb to get back to us regarding attendance of truck/trailer</p> <p>Nik to get back to us with an APP Mock Up for addressing local businesses Opportunity to sell the “slider” portion of the app to sponsors: Open to Pelham Businesses first</p>	<p>Sally to prep and email out scripts for Committee to review/edit</p> <p>Sally to follow up with Nik</p> <p>Sally to provide Nik with information prior to (stats)</p>
<p>6. Vendor Update</p>	<p>Selection based on the demographic we want to see attending and value added to festival</p> <p>Each vendor was reviewed</p>	<p>Jodi to gather further information from some applicants and update vendor list to determine how many more we can accept</p> <p>Jodi to determine stats on type of retail vendors and food vendors based on what they are selling and where they are from</p>

		Rachel to reorganize vendor list
7. Transit Sponsorship/Advertising	<p>Transit sponsorship opportunities were reviewed Marketing budget was discussed</p> <p>Motion to purchase two gold sponsorships at \$1,000.00 each (3-year term) with Pelham Transit effective June 1, 2017 Moved by: Matt Leask Seconded by: Sofia Labricossia CARRIED</p>	Sally to submit Sponsorship Commitment documents on behalf of Summerfest to Rachel for processing
8. Sponsorship update	Deferred	
9. Sunday Breakfast - Matt	Deferred	
10. Road Closure Update – Vickie	Road closure on Station will take place after Summerfest	
11. Car Show – Bill Gibson	On schedule	
12. Green Streets – Vickie	Deferred	
13. Logistics Update	Deferred	
14. Critical Path Review	Deferred	
15. Other Business:		
16. Next Meeting:	<p>Next Meeting: Security/Lighting Critical Path Sponsorship</p>	

	Layout of vendors, including Sunday Breakfast Update Country89 Scripts: Finalize	
17. Adjournment	Motion to adjourn at 8:15pm Moved by: Candy Ashbee Seconded by: Matt Leask	