

Pelham Summerfest 2013 Committee Meeting

April 3, 2013 – Council Chambers 4:30 pm

Agenda Item	Discussion/Notes	Action and Responsibility
<ul style="list-style-type: none"> • Welcome – Councillor Gary Accursi, Chair • Bea Clark, Pelham Active Transportation Committee • 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 	<p>In attendance:</p> <p>Gary Accursi Todd Barber John Wink Ana McKnight Bea Clark Kathleen Goodman (late – doors were locked)</p> <p>Regrets:</p> <p>Vickie vanRavenswaay Sally Jaeger</p>	
<p>1. Additions to the Agenda</p>	<p>1. Critical path review 2. Tribune article 3. Grant award</p>	

<p>2. Adoption of Agenda</p>	<p>Agenda adopted as revised Moved by: Bea Clark Seconded by: John Wink CARRIED</p>	
<p>3. Approval of Minutes</p>	<p>Minutes of Mar 27/13 approved Moved by: Todd Barber Seconded by: Bea Clark CARRIED</p>	<p>Approved minutes to be forwarded to Council – Sally</p>
<p>4. Review of Media/Promotional requirements–Ana</p>	<p>Ana commented on the promotional plan which was undertaken last year. She felt that it was comprehensive and broad in scope. She asked the Committee "if all of this was needed again"? The general consensus was that we did still need the comprehensive package. Ana indicated that she would be unable to undertake the entire project and that the Committee would have to write to Darren and lay out what we would require her to do. The Committee decided that we would continue to use Ana in a consultative role and that we would either put out a new call for proposals with a different scope or to plan to hire a student on a part time basis to work under Vickie on this project. This will be further investigated and reported on next</p>	

	<p>meeting.</p> <p>The Committee then turned to the <i>Save the Date</i> cards and after discussion chose a layout and reviewed the graphics and text. This will be formatted by Ana and circulated. Gary will contact Mara in the morning to outline timelines and to arrange for pricing by next meeting</p>	<p>Ana to circulate</p> <p>Gary to contact Mara</p>
<p>5. My Place Proposal</p>	<p>Discussion ensued re the pros and cons of including frozen drinks in the Festival and perception surrounding it. Motion by John and Sec by Todd, that we drop the wine garden on Saturday and offer both virgin and alcoholic frozen drinks on Saturday at 2 locations in the festival area. Carried.</p> <p>Gary to contact Mara with the proposal and request that she attempt to receive additional proposals by next Wed.</p>	<p>Gary to contact Mara</p>
<p>6. Other Business:</p>	<p>Critical Path- Bea reviewed the critical path with the Committee and outlined what needs to be accomplished in April. We are behind with respect to the promotional program and must</p>	

	<p>work to correct this deficiency</p> <p>Tribune Article – Gary reported that he had been interviewed by the Tribune and asked what the Committee wanted the emphasis to be on. Committee wants the “free”, “family friendly” aspects and that Saturday is the “main event” emphasised. Gary also noted that the use of an intern had been discussed with the interviewer.</p> <p>Grant - The Town received 27,000.00 from the region for the construction of the arches. A discussion ensued regarding the funds and resulted in the following motion: Moved by Bea Clark and seconded by John Wink, that the Committee send a letter to the Mayor and Council requesting that \$15,000.00 be utilized to establish a reserve fund for Summerfest to be utilized by the Committee in the event of unforeseen circumstances. The establishment of this fund will help to provided ongoing recognition of the sponsors who donated their skills, time and money to the construction of the arches. Carried.</p>	
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	John will draft the letter and Bea will review and refine.	John & Bea
7. Next Meeting: * Wednesday April 10, 4:30pm Council Chambers * Agenda items?	Wednesday, April 10 – 4:30 pm Council Chambers	
7. Adjournment		