

Pelham Summerfest 2014 Committee Meeting

April 30, 2014 – Council Chambers, 4:30 pm

Agenda Item	Discussion/Notes	Action and Responsibility
<ul style="list-style-type: none"> • Welcome – Councillor Gary Accursi • Bea Clark, Pelham Active Transportation Committee, Chair • 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 • Sally Jaeger, Admin. Assistant, Recreation, Culture & Wellness 	<p>In attendance:</p> <p>Gary Accursi Sally Jaeger Todd Barber Bea Clark John Wink Natalie Stickle</p> <p>Regrets:</p> <p>Kathleen Goodman Vickie vanRavenswaay</p>	
<p>1. Additions to the Agenda</p>	<p>Letter to Labatt New event idea</p>	
<p>2. Adoption of Agenda</p>	<p>Agenda adopted as amended Moved by: John Seconded by: Bea CARRIED</p>	
<p>3. Approval of Minutes</p>	<p>Minutes of Apr 23/14 approved as circulated Moved by: Todd Seconded by: Bea CARRIED</p>	

<p>4. Media-Promotion</p>	<ul style="list-style-type: none"> • Rack cards have arrived • Revised billboard creative was reviewed – Committee approved • Video auditions happening on May 11 – Natalie has contact with Linus Hand Productions if additional actors required • Pinterest sites were reviewed – Committee decided to go with one site dedicated to the artists • Natalie is working with Art in the Park on their promotional material • Social Media focus – May 1 deadline for Pelham Street; rack cards available 	<p>Sally to complete PO – Natalie to send creative to print Natalie will also reach out to EL Crossley</p> <p>Natalie will communicate to Cathy</p> <p>Natalie will circulate to Committee Natalie will communicate to Cathy</p>
<p>5. Website Content</p>	<p>Recent changes were reviewed</p>	<p>Sally to continue updating content</p>
<p>6. Sponsor Update – Confirmation of In-Kind Sponsors & Level of Recognition</p>	<p>TD Bank & a few out of town businesses have shown interest in sponsorship In kind donations were discussed and itemized</p>	<p>Bea will give to Melissa/Natalie to be included on website</p>
<p>7. Confirmed PO's</p>	<p>Sally reviewed PO's currently issued and still to be dealt with</p>	<p>Sally to meet with Mara Thursday</p>
<p>8. Critical Path</p>	<p>Critical path items for May were reviewed.</p>	
<p>9. Other Business:</p>	<p>Letter to Labatt – revised letter was reviewed</p> <p>Gary suggested a motorcycle show & shine for Sunday - potential promotion opportunity for Biketoberfest – Committee was receptive &</p>	<p>John to contact Joris to confirm re staff uniform – Sally to revise</p>

	will discuss further Discussion of proposed “serving area” under the arches took place.	Todd to prepare layout for consideration by Supper Market
10. Next Meeting:	May 7, 2014 at 4:30 pm Agenda Items: Business workshop	
11. Adjournment	Meeting adjourned at 6:25 pm	