

SUMMERFEST COMMITTEE MINUTES

MEETING DATE: Wednesday, April 4, 2018 – 5:30 PM
Town of Pelham, Council Chambers, Fonthill

Present:

John Wink (Committee Chair)
Councillor Gary Accursi
Bill Gibson (PATC)
Candy Ashbee (PBA)
Sofia Labricciosa (MYAC)
Sally Jaeger (Special Events & Festivals Programmer)
Alison Brown (RCW Administrative Assistant)
Tyson Cowell (Niagara College Co-op Student)
Jodi Hendriks (Culture & Community Enhancement Programmer)

Absent with Regrets:

Vickie vanRavenswaay (Director of Recreation, Culture & Wellness)
Matthew Leask (Welland/Pelham Chamber of Commerce)
Bill Sheldon (Resident)

1 DECLARATION OF QUORUM AND CALL TO ORDER

The Chair, John Wink, declared quorum and welcomed everyone.

2 ADOPTION OF AGENDA

Moved by: Sofia Labricciosa
Seconded by: Bill Gibson

THAT the agenda for the April 4, 2018 Summerfest Committee Meeting be approved as amended.

CARRIED

3 DISCLOSURE OF PECUNIARY INTEREST & GENERAL NATURE THEREOF

There were no disclosures of pecuniary interests from any of the members of the committee

4 APPROVAL OF MINUTES OF PREVIOUS MEETING

Moved by: Bill Gibson
Seconded by: Candy Ashbee



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THAT the Minutes of the March 20, 2018 Summerfest Committee meeting be approved, as presented.

CARRIED

5 VENDOR RECOMMENDATIONS

5.1 There has been close to 100 applications come through by the March 31st deadline. There has been a focus on selecting vendors from Niagara Region.

Moved by: Bill Gibson

Seconded by: Sofia Labricciosa

THAT the Summerfest Committee will accept the proposed 3rd round of vendors.

CARRIED

6 ENTERTAINMENT UPDATE

6.1 Gary met with Niagara AV Systems and received a revised package quote which includes 2 active cameras with operators for 4 hours/night, 1 static camera, LED screen (12 x 8) and programming included on LED screen for \$3469.00. The LED screen would replace the sponsor banner.

Moved by: Bill Gibson

Seconded by: Candy Ashbee

THAT the Summerfest Committee will redirect sponsor banner funds and book Niagara AV Systems LED screen and cameras for an all inclusive price of \$3469.00.

CARRIED

6.2 All entertainment is booked. Gary will build 2 small stages for buskers.

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7 SPONSORSHIP OUTREACH UPDATE

- 7.1 Peter Pipers is confirmed to sponsor beer cozies. The committee is still waiting to hear from some larger sponsors.
- 7.2 Group 92 has committed to be a gold sponsor and have requested a shared vendor space which is approved by Committee.
- 7.3 Enviro-Niagara enquiry – Gary to follow up on sponsorship opportunities.

8 BEER & WINE PROVIDER UPDATES

- 8.1 RFQs have been sent out to beer and wine providers, deadline is Friday, April 6.
- 8.2 John Wink met with Labatt and discussed cutting the beer order down to 500 cases. A decision was made to not sell Labatt Prohibition beer. Labatt is proposing Brick Works Cider, Radler and Lemonade as well as beer products.
- 8.3 In light of current closures of licensed establishments within the festival area, consideration may need to be given to extending beer & wine serving areas.

9 BREAKFAST UPDATE - Deferred

10 MEDIA, PROMOTION & WEBSITE

- 10.1 Website is being updated regularly. Marc has contacted media outlets to go ahead with approved proposals. Will try to have rack cards ready for Home Show later this month

11 SERVICE CLUB HONORARIUMS

- 11.1 Discussion took place around honorariums for service clubs based on what has been done in previous years. Final decisions to be made at next meeting.

12 CAR SHOW UPDATE

- 12.1 Work has been started on the trophies. Sally to follow up with car dealerships/sponsors offering the option to showcase the trophies onsite prior to the event.
- 12.2 Marc will be doing the flyer and signage for car show.

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13 LEGACY PROJECT UPDATE

- 13.1 Bill Gibson to organize presentation to Council.

14 OTHER BUSINESS:

- 14.1 Discussion took place around last years fencing details. Sally will meet with fencing company to discuss improvements for this year. Bob and Ryan to be involved. Sally to follow up and get a price on full set up.
- 14.2 Discussion took place regarding Halco's feedback with respect to portable washrooms. Decision was made to increase rentals by 50%, including 1 accessible washroom at each of the main locations.
- 14.3 MYAC Update – Discussion around having youth inflatables from 7-9 pm on Friday and/or Saturday night. Youth have expressed interest in having somewhere to hang out with food and Wi-Fi available. Sally will look at availability and pricing for inflatables and look into Arcade on Wheels on Saturday night. Sally will follow up with Brock University to see if they would be interested in assisting.

15 NEXT MEETING

- 15.1 Tuesday, April 24, 2018 – 5:30 pm (reschedule from April 17)

16 ADJOURNMENT

The meeting of the Summerfest Committee, April 4, 2018 was adjourned at 7:30 p.m.