

**Pelham Summerfest 2014 Committee Meeting**

**April 8, 2014 – Council Chambers, 4:30 pm**

Agenda Item	Discussion/Notes	Action and Responsibility
<ul style="list-style-type: none"> <li>• Welcome – Councillor Gary Accursi</li> <li>• Bea Clark, Pelham Active Transportation Committee, Chair</li> <li>• Todd Barber, Chair, Downtown Beautification Committee</li> <li>• John Wink, Past Chair, Pelham Business Association</li> <li>• Kathleen Goodman, Director with Welland/Pelham Chamber of Commerce</li> <li>• Vickie vanRavenswaay, Director of Recreation, Culture &amp; Wellness</li> <li>• Sally Jaeger, Admin. Assistant, Recreation, Culture &amp; Wellness</li> </ul>	<p>In attendance:</p> <p>Vickie vanRavenswaay                      Gary Accursi                      Sally Jaeger                      Todd Barber                      Bea Clark                      Natalie Stickle                      Cathy Berkhout</p> <p>Regrets:</p> <p>Kathleen Goodman                      John Wink</p>	
<p>1. Additions to the Agenda</p>	<p>Follow up re arches                      Sponsor update</p>	
<p>2. Adoption of Agenda</p>	<p>Agenda adopted as amended                      Moved by: Todd                      Seconded by: Bea                      CARRIED</p>	
<p>3. Approval of Minutes</p>	<p>Minutes of Apr 1/14 approved as circulated                      Moved by: Bea                      Seconded by: Todd                      CARRIED</p>	
<p>4. Media &amp; Promotion                      * Social Media Campaign – Cathy Berkhout</p>	<p>Cathy presented overview/timeline for social media campaign. Suggestion to promote Art in the Park through social media</p>	<p>Vickie to communicate with Pat                      Natalie to create form for</p>

	<p>Facebook advertising – Cathy shared options and prices – suggests: sponsored post with contest and “like” campaign for approx. \$150-300; social media booth with digital display +/- or charging station SF at – Committee interested but would like more information <i>Cathy left the meeting at this point</i></p> <p>Committee reviewed rack card revisions – still looking for another image for “The Opener”</p> <p>Magnets have gone to be printed – initial distribution at home show, other avenues include Art Show in May, Farmers’ Market, Pelham Street businesses</p> <p>Magazine &amp; billboard partnerships were discussed <i>Natalie left meeting at 5:35 pm</i></p>	<p>bands etc to gather social media contacts - Sally to include form with vendor acceptance letters in May</p> <p>Cathy will investigate booth etc.</p> <p>Natalie to revise</p>
5. Art Show	Vickie updated on contact with Art Show Committee	
6. Niagara Inflatables Sponsorship Level Request	Asking for gold level which is \$2,500 whereas discount offered is \$2,000 - Committee did not grant exception as all other sponsors must meet level requirements - Prefer discount on invoices rather than donation cheque	Sally to communicate to John
7. Website Review	Most of Committee requests have been done – still needs some work on home/sponsor page – content needs to be updated now	Bea will speak to Melissa
8. Business Workshop	Tues, May 13 @ 6:30 pm, no charge – offer to festival area businesses, applicants, PBA & Chamber – Coverage by the Voice? Coverage by videographer?	Bea to contact Larry for flyer/registration info

<p>9. FEO Research Study Application</p>	<p>Vickie relayed information she received at FEO Conference on an Economic Impact Study. Committee did not see the benefit for the costs or that this would support the preferred direction of the Festival.</p>	
<p>10. Critical Path</p>	<p>No discussion necessary</p>	
<p>11. Other Business:</p>	<p><b>Arches</b> – Todd reported the engineer has done inspection &amp; has no immediate concerns. Suggests moving toward permanency, either concrete or fibreglass skin; Gary has made arrangement for scissor lift for inspection &amp; maintenance of upper arches.  <b>Sponsorship Update</b> – Accelerated Health new silver level sponsor  <b>Closing Band</b> - Flashback now partnered with Jimmy Buffet tribute - Sister Act is also interested in performing.</p>	
<p>12. Next Meeting:</p>	<p>Tuesday, April 15, 2014                      Website Content                      Invite Service Clubs for update on Beer Pavilion for Apr 29 meeting                      Labatt Letter of Understanding</p>	
<p>13. Adjournment</p>	<p>Meeting adjourned at 6:40 pm</p>	