

**Pelham Summerfest 2016 Committee Meeting**  
**August 17<sup>th</sup> & 24<sup>th</sup>, 2016 – Lookout Point Golf Club/Council Chambers 5:00 pm**

Agenda Item	Discussion/Notes	Action and Responsibility
<ul style="list-style-type: none"> <li>• Welcome – John Wink, Pelham Business Association</li> <li>• Councillor Gary Accursi</li> <li>• Vickie vanRavenswaay, Director of Recreation, Culture &amp; Wellness</li> <li>• Sally Jaeger, Special Events &amp; Festivals Programmer</li> <li>• Jodi Hendriks, Culture &amp; Community Enhancement Programmer</li> <li>• Bill Gibson, PATC</li> <li>• Sofia Labricciosa, MYAC</li> <li>• Candy Ashbee, PBA</li> <li>• Matthew Leask, Pelham Resident</li> <li>• Michelle Stewart, Pelham Resident</li> <li>• Charlotte Tunikaitis, Deputy Treasurer</li> </ul>	<p>In Attendance:</p> <p>John Wink  Vickie vanRavenswaay  Gary Accursi  Bill Gibson  Candy Ashbee  Matt Leask (left at 7:20pm)  Michelle Stewart  Sally Jaeger  Jodi Hendriks  Sofia Labricciosa  Charlotte Tunikaitis (partial)</p> <p>Regrets:</p>	
1. Additions to the Agenda	Final Report to Council Early October	
2. Adoption of Agenda	<p>Agenda adopted as amended:  Moved by: Candy Ashbee  Seconded: Bill Gibson  CARRIED</p>	
3. Approval of Minutes – July 13, 2016	<p>Minutes of July 13, 2016 approved as circulated:  Moved by: Bill Gibson  Seconded: Matt Leask</p>	

	CARRIED	
4. Event Debrief by Day:  <b>Thursday:</b> Set Up & Tear Down Bar Operation Security Communications General Observations	Set up/ Tear down: Wristbanding: entrances were not as diligent as we would hope, more diligent at ticket sales checking IDs  Committee to run the bar Thursday night Committee to approach Bandshell Committee to sponsor Thursday night band. Numbers were down from 2015	John to speak with Gayle
<b>Friday:</b> Set Up – Vendors Set Up – Bar Set Up – Stage Bar Operation Entertainment Teen Movie Night Security Communications Shut Down General Observations	Vendors Review vendor package to look at adding penalties and load in instructions Bar set up good Bar operation – went over well Stage was great – look at getting a back line for next year, looking at wireless speakers down Pelham street Teen movie night – numbers were low Entertainment was very well done, look into getting a booking agent or grooming another volunteer Renting more radios than last year to accommodate radios dying Shut down was fine	Staff to review and bring back to next meeting  Staff to investigate  Staff to follow up with MYAC
<b>Saturday:</b> Vendors Bar Operation Entertainment	Tables to be placed at the east end of the arches and on Pelham Street to alleviate congestion under the arches Saturday morning vendor load in – hydro issues	Staff to review vendor logistics Staff to look into hydro options

<p>Kids Zone Active Zone Security Communications Shut Down/Vendor Load out General Observations</p>	<p>Bar operations pretty smooth Look into spreading the crowd out along Pelham street – using projectors Saturday entertainment some concerns with some bands Kids zone is great, need something for the 9 – 14 year olds Active zone – great, ran out of giveaways, achieved the goal of engaging the south end of the street</p>	<p>Staff to investigate</p>
<p><b>Sunday:</b> Breakfast Car Show Kids Zone Vendors Bar Operation Entertainment Security Communications Shut Down/Vendor Load out General Observations</p>	<p>Breakfast – disaster, reach out to Enbridge again for 2017? Car show 138 cars, could fit 160 cars, need to have a countdown on website with registration Kids Zone was great as car show expands need to add more activities Vendors need some adjusting Entertainment was great Security earlier Active transportation to man bike valet on Sunday</p>	
<p>5. Media &amp; Advertising Review</p>	<p>Advertising/ media was great</p>	<p>Candy to submit a summary report</p>
<p>6. Sponsorship Review</p>	<p>Car show sponsors Sponsorship increased in 2016</p>	<p>Candy &amp; Michelle to review sponsorship package</p>
<p>7. Draft Financial Review</p>	<p>Reviewed draft financial profit and loss statement Set some surplus reserve for bad weather days</p>	

	Rerun numbers for service clubs	
8. Feedback – Surveys & Emails	Reviewed survey responses Compare surveys over the years Underestimated repeat customers	Staff to look at trends
9. Vendor Fee Refund – Happy Bees	Motion made to refund half of the vendor fees along with hydro fee Moved by: Michelle Stewart Seconded: Candy Ashbee CARRIED	
10. App Contest Winner Selection	Rebecca Watson is the winner of the River Lions tickets 230 downloaded the app 1200 visits	
11. Other Business:	AGCO Review: Security list of requirements Inspector visits on Friday and Saturday night Concerns on Friday night: vendor terms and reference to be updated to include no raffling off alcohol Pathways were a concern Pub on the Hill did not get their extension for their patio  Concerns on Saturday: Pathways were compromised Inspector not challenged 5 times at entrances Kame and Kettle entrance couldn't be controlled	By-law Enforcement to look at alternative security providers and revise RFP  Proof of extension to be a requirement for Festival Licencing Agreement

	<p>Vickie and Gary met with AGCO inspectors reviewed ways to lessen the risk                      Crowd monitors more diligent, and incognito</p> <p>Increase security complement &amp; budget                      RFP for security</p> <p>NRP officers are there for peace keeping purposes</p> <p>Better lighting                      Conducting street assessments</p> <p>Double fencing and the height of the fence</p> <p>Petition:                      Suggestion to host a problem solving meeting                      Monday night meeting with Pelham street vendors</p> <p>Summerfest Committee to write a rebuttal to newspaper</p> <p>Respond to Council with plan of action</p> <p>AGCO festival licensing look into pricing at other venues</p> <p>Confirm dates for 2017 – July 13 – 16, 2016</p>	<p>Staff to organize problem solving meeting                      Staff/ Committee to organize</p> <p>John to draft letter</p> <p>Staff to report to council</p>
<p>12. Next Meeting:</p>	<p>Call of the chair</p>	
<p>13. Adjournment</p>	<p>Meeting adjourned at 9:00pm</p>	

