

## SUMMERFEST COMMITTEE MINUTES

MEETING DATE: Tuesday, February 12, 2019 – 5:00 PM  
Town of Pelham, MCC Boardroom, Fonthill

**Present:** Councillor John Wink  
Bill Gibson (PATC)  
Bill Sheldon (Resident)  
Sally Jaeger (Special Events & Festivals Programmer)  
Karen Blake (RCW Administrative Assistant)  
Vickie vanRavenswaay (Director of Recreation, Culture & Wellness)  
Jodi Hendriks (Culture and Community Programmer)  
Julie Milligan (Resident)

**Absent with Regrets:** Candy Ashbee (PBA)

### 1 INTRODUCTION OF MEMBERS

### 2 ELECTION OF COMMITTEE CHAIR

Moved by: Bill Sheldon  
Seconded by: Julie Milligan

THAT Bill Gibson hold the position of Chair of the 2019-2022 Summerfest Committee  
CARRIED

### 3 DECLARATION OF QUORUM AND CALL TO ORDER

The Chair, Bill Gibson, declared quorum and welcomed everyone

### 4 ADDITIONS TO THE AGENDA

Proposed additional uses  
Emergency Audit  
Legacy Project  
Quote for Stage  
Entertainment Coordinator

### 5 ADOPTION OF AGENDA

Moved by: Bill Sheldon  
Seconded by: Bill Gibson

THAT the agenda for the February 12, 2019 Summerfest Committee Meeting be approved as amended.  
CARRIED

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### 6 APPROVAL OF MINUTES OF PREVIOUS MEETING

Moved by: Bill Sheldon  
Seconded by: Bill Gibson

THAT the Minutes of the September 11 2018 Summerfest Committee meeting be approved, as presented.

CARRIED

### 7 OVERVIEW and COMMITTEE MEMBER ROLES

Vickie vanRavenswaay reviewed the history of Summerfest and explained committee roles and responsibilities. Sally will send 2018 Final Report to all members as a review.

### 8 VENDOR APPLICATION PACKAGES

8.1 Proposed 2019 Vendor Terms and Conditions were distributed and proposed revisions highlighted by Jodi Hendriks.

Moved by: Bill Gibson  
Seconded by: Bill Sheldon

THAT all deadlines (including Early Bird, Application Fee and Late Fee) be extended by a month.  
CARRIED

8.2 Discussion took place regarding the fee structure and increasing the food vendor fees for out of Region vendors.

Moved by: Bill Sheldon  
Seconded by: Bill Gibson

THAT fees be changed from a two tiered system to a three tiered system for food vendors: Pelham Businesses, Niagara Region Businesses & Businesses from Outside Niagara Region  
CARRIED

Moved by: Bill Gibson  
Seconded by: Julie Milligan

THAT the following fees be adopted for Food Vendors:



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All fees are per 10'x10' space Except as otherwise noted	Fri & Sat (Blue)	Sat Only (Orange)	Sun Only (Green)	Fri, Sat, Sun Blue + Green
<b>Food Vendors - Tent</b>				
Pelham Businesses	\$375.00			\$400.00 *
Niagara Region Business	\$500.00			\$600.00 *
Outside Region Vendors	\$700.00			\$800.00 *
<b>Food Vendors - Trucks (up to 15')</b>				
Pelham Businesses	\$550.00			\$575.00 *
Niagara Region Business	\$750.00			\$800.00 *
Outside Region Vendors	\$900.00			\$1000.00 *
<b>Food Vendor – Peace Park (Saturday &amp; Sunday Only)</b>				
Pelham Businesses		\$300	2 Days*	
Niagara Region Business		\$500	2 Days*	
Outside Region Vendors		\$700	2 Days*	

CARRIED

One Pelham Street business still has an outstanding invoice for 2018. If they apply this year, they will have to pay the fee from 2018 and 2019 upfront.

### 9 BUDGET

Sally handed out draft 2019 budget and explained that it is similar to 2018 working budget.

The Committee discussed the possible need to hire an entertainment coordinator which would have to be accounted for in Entertainment budget line. Bill Gibson has one or two leads that he will contact immediately to see if they will take on the role in a volunteer capacity. He will let Sally know by Friday morning. There is also the potential that one of the proposed Welland/Pelham Chamber of Commerce representative might wish to take this on. Committee will revisit this at their next meeting. In the meantime, as we are already behind schedule, Committee requested that Staff contact the Kids zone entertainers, buskers and Colin Amey (Friday night closing act) to book them again for 2019.

Moved by: Bill Gibson

Seconded by: Julie Milligan

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That the 2019 working budget be approved as presented, with a contingency of 10%

CARRIED

### 10 CRITICAL PATH/EVENT/LINE UP REVIEW

Sally handed out Critical Path and discussed:

- What's already booked?
  - Water Wagon booked
- What needs to be done?
  - Sally to get quotes for sound and lighting
  - Sally to book the inflatables
  - Sally to book billboard
  - Sally to book stage
  - Add Teen Zone to Critical Path
  - Sally to book Escape room(s) for Teen Zone

We are more or less on track. Booking of entertainment and the posting of vendor applications are the only major functions that are behind schedule however, staff will be moving forward immediately with those items as discussed at this meeting. Vendor application should be available on the Summerfest website by the end of the week.

### 11 SPONSORSHIPS

John advised that we should make the on-line application to Meridian Credit Union as in past years. Sally will do that. Sponsorship package has been kept essentially the same as 2018 and Sally has reached out to previous sponsors. Have received some positive responses, \$10,000 pledged and some of that received already. Discussion took place around making new connections with businesses that have recently opened in town.

### 12 MARKETING & COMMUNICATION

Sally presented quotes related to various marketing items:

- Ex Nihilio Website Design: Proposing update/upgrade to full screen format for same fee as last year.
- myNiagara: unable to provide Social Media coverage this year; offering Special Event Advertising package for same price as previous years, \$500 + Media Sponsor recognition. Committee will discuss options for social media coverage at a later meeting.
- Country 89/Giant FM: Has quoted the same package as 2018 for radio commercials etc. at \$2,200



**Recreation, Culture  
& Wellness**

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- Lamar Advertising: Same space as 2018 has been reserved. Lamar are proposing to donate 2<sup>nd</sup> billboard space as sponsorship offer. Committee would be responsible for cost of production only for 2<sup>nd</sup> location (approx. \$200).

Sally has the support of Summerfest Committee to proceed with marketing items as discussed.

### 13 OTHER BUSINESS:

- Proposed additional uses: Bill Sheldon had several suggestions for additional activities including carnival amusements/games and dodgeball. Committee have considered carnival/midway type entertainment in past but did not feel it fitting for our event. Committee will take a look at these ideas in more depth as we get into more detailed planning.
- Emergency Audit: Bill Sheldon expressed concern with potential safety/emergency issues, particularly with the security fencing. Vickie shared her experience at a recent Crowd Safety seminar, noting that we are doing most things right. Sally has a risk assessment matrix that Committee can use to evaluate hazards. Will look at this again at subsequent meeting.
- Legacy Project: Deferred
- Discussion to Copyright Summerfest logo: Sally to talk to Marc
- Discussion around adding Medical Tent: Deferred

### 14 NEXT MEETING

Next meeting: Wednesday, February 20<sup>th</sup> @ 5:00pm

### 15 ADJOURNMENT

Moved by: Bill Sheldon

Seconded by: Julie Milligan

THAT the meeting of the Summerfest Committee, February 12, 2019 be adjourned at 7:06pm.

CARRIED