

**Pelham Summerfest 2013 Committee Meeting**

**February 20, 2013 Council Chambers 4:15 pm**

Agenda Item	Discussion/Notes	Action and Responsibility
<ul style="list-style-type: none"> <li>• Welcome – Bea Clark, Chair, Pelham Active Transportation Committee</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>Regrets – Councillor Gary Accursi, Chair</p>	<p>In attendance:</p> <p>Todd Barber                      Vickie vanRavenswaay                      Sally Jaeger                      Bea Clark                      John Wink                      Kathleen Goodman                      Leigh Atherton (Partial)</p> <p>Absent:</p> <p>Gary Accursi</p>	
<p>1. Adoption of Agenda &amp; approval of Minutes</p>	<p>Agenda adopted as amended                      Minutes of Feb 6/13 approved as corrected</p> <p>Moved by: Todd                      Seconded by: Kathleen                      CARRIED</p>	<p>Approved minutes to be forwarded to Council – Sally</p>

<p>2. Additions to the Agenda</p>	<p>Items added under "Other Business"</p>	
<p>3. Food &amp; Beverage Sub-Committee (4:15 pm) * Leigh Atherton</p>	<p>Todd updated Leigh on changes for 2013 ie patios opening on Friday, wine garden</p> <p>Leigh asked how many food vendors can be accommodated?</p> <p>Would sale of bottles of wine be considered if non-breakable vessel is used?</p> <p>Vendor(s) for park for all four days? – yes</p> <p>Get word out to Pelham St businesses and returning vendors re application deadlines</p> <p>Sub-Committee to report back after Mar 29 deadline</p>	<p>Sally will send list of 2012 food vendors and application to Leigh</p> <p>Leigh to follow up with food trucks etc.</p> <p>Vickie</p>
<p>4. Promotion * Review of RFP</p>	<p>Todd feels work will still be required at high level and fee should stay the same. John &amp; Kathleen in agreement. Cut might result in no one bidding.</p>	

	<p>Worry that Town’s new media person will have too much of a learning curve and may not be in place with sufficient speed but will be able to contribute more in 2014 – Fee: \$3-5k</p> <p>Need to keep things “fresh”, add in “creative” aspect in intro, ownership of content in native format</p> <p>Just needs to be re-tweaked – Changes made to Bea’s copy</p>	<p>Sally to make changes from Bea’s notes and send to Committee for review</p>
<p>5. Sponsorship</p>	<p>Bea has emailed all 2012 sponsors and already has 5 replies. Kathleen will follow up in 1-2 weeks. Will move to identifying new sponsors after 1<sup>st</sup> run</p> <p>Email to 2012 pavilion sponsors? – yes</p>	<p>Kathleen</p> <p>Todd to contact – Bea will send him the template</p>
<p>6. Kids Zone John Wink - discussion</p>	<p>John has quote from Niagara Inflatables – looking at some changes, additions to accommodate different ages etc.</p> <p>Water related options are good –</p>	<p>John will go back to Niagara Inflatable with revisions and report back to Committee</p>

	<p>2 lagoons? Water Slide? Budget - 2012 - \$3100; 2013 - \$3500-\$4000</p> <p>Quote from Air Bounce close but service delivery not the same quality</p>	<p>Vickie will ask Mara to take a look at quotes</p>
7. Main Stage	<p>Bea confirmed that the Gormans are in!</p>	
8. Shuttle Service	<p>Better advertising of service to increase users is recommended</p> <p>Operation: Thurs 4-10pm &amp; Sat 10-6</p> <p>Taxi service as sponsor? Get Mara to see about discounted rate for Sat</p>	<p>Vickie to ask Mara</p>
9. Wine Garden	<p>Kathleen has enough people to make it work Thurs pm in Park and Sat 11-end. Will see about Fri. Could offer Fri night to another group if Scotia Banks can't manage</p>	<p>Kathleen will get back to Committee re Friday</p>
10. Other Business: <ul style="list-style-type: none"> <li>• Letter from Bandshell Committee</li> </ul>	<p>OK with extension of 10x10 art show booths into band shell area</p>	

<ul style="list-style-type: none"> <li>• Request from Robertson Amusements</li> <li>• Requests to be on Committee</li> <li>• Website</li> <li>• Postcard image</li> <li>• Outdoor "air conditioning"</li> <li>• Water Wagon &amp; Sun Hut</li> </ul>	<p>We don't have the room to accommodate – not interested</p> <p>Natalie Stickles – Art in the Park sub-committee – husband is also interested. Interested volunteers can apply through website</p> <p>Should be up and operational Thurs, Feb 21 - email Committee when it's live – look into payment methods ie Paypal, email transfer etc.</p> <p>Need to start considering image for postcard</p> <p>Good idea if hot</p> <p>Booked</p>	<p>Vickie to respond and let them know</p> <p>Vickie to invite her to join</p> <p>Sally to look into &amp; email Bea</p> <p>Committee members to bring top 5 pics from 2012 to Mar 6<sup>th</sup> mtg.</p> <p>Todd will look into</p>
<p>11. Next Meeting: * Wednesday February 27<sup>th</sup> , 4:15pm Council Chambers</p>	<p>Feb 27, 2013</p>	
<p>12. Adjournment</p>	<p>Meeting adjourned at 6:30 pm</p>	