

Pelham Summerfest 2014 Committee Meeting

February 25th, 2014 – Council Chambers, 4:30 pm

Agenda Item	Discussion/Notes	Action and Responsibility
<ul style="list-style-type: none"> • Welcome – Councillor Gary Accursi • Bea Clark, Pelham Active Transportation Committee, Chair • Todd Barber, Chair, Downtown Beautification Committee • John Wink, Past Chair, Pelham Business Association • Kathleen Goodman, Director with Welland/Pelham Chamber of Commerce • Vickie vanRavenswaay, Director of Recreation, Culture & Wellness • Sally Jaeger, Admin. Assistant, Recreation, Culture & Wellness • Natalie Stickle 	<p>In attendance:</p> <p>Gary Accursi Vickie vanRavenswaay Sally Jaeger John Wink Todd Barber Natalie Stickle</p> <p>Regrets: Bea Clark Kathleen Goodman</p>	
<p>1. Additions to the Agenda</p>	<p>None</p>	
<p>2. Adoption of Agenda</p>	<p>Agenda adopted as circulated Moved by: John Seconded by: Todd</p>	

<p>3. Approval of Minutes</p>	<p>Minutes of Feb 19/14 approved as circulated Moved by: Todd Seconded by: John CARRIED</p>	
<p>4. Dave Zazella – Molsons Presentation</p>	<p>Discussions took place regarding what our needs are and what Molson Coors can provide</p> <ul style="list-style-type: none"> * Coors Light & Canadian top two sellers, OV also big, cider is another option * can provide reefer truck but suggests looking for donation 	<p>Committee will discuss at next meeting & get back to reps within a few weeks.</p>
<p>5. Media/Promotion – Natalie</p>	<p>Discussions took place regarding scope of marketing plan.</p> <ul style="list-style-type: none"> * Need to scale back radio involvement but keep in loop for emergency communication * Committee would like to see more use of video teasers, increase social media content <p>Natalie gave an overview of the presentation she made to PBA and how Summerfest can get onboard with ad in Biz Magazine and billboards. Committee enthusiastic and wish to get in next quarters magazine.</p>	<p>Natalie to bring sample magazine & price sheet to next meeting.</p>
<p>6. Other Business:</p>		

7. Next Meeting:	Tuesday, March 4, 2014 4:30 pm * Consideration of beer provider	
8. Adjournment	Meeting adjourned at 6 pm	