

**Pelham Summerfest 2016 Committee Meeting
Feb 27, 2017 – Mickette Room, 4:00 pm**

Agenda Item	Discussion/Notes	Action and Responsibility
<ul style="list-style-type: none"> • Welcome – John Wink, Pelham Business Association • Councillor Gary Accursi • Bill Gibson, PATC • Candy Ashbee, PBA • Michelle Stewart, Pelham Resident • Matthew Leask, Welland/Pelham Chamber of Commerce • Sofia Labricciosa, MYAC • Vickie vanRavenswaay, Director of Recreation, Culture & Wellness • Sally Jaeger, Special Events & Festivals Programmer • Rachel Ahle, Administrative Assistant RCW 	<p>In Attendance:</p> <p>Vickie vanRavenswaay Jodi Hendriks Sally Jaeger John Wink Gary Accursi (left at 4:50 pm) Matt Leask Bill Gibson Candy Ashbee Michelle Stewart</p> <p>Regrets: Sofia Labricciosa</p>	
<p>1. Additions to the Agenda</p>	<p>None</p>	
<p>2. Adoption of Agenda</p>	<p>Agenda Adopted as Circulated Moved by: Bill Gibson Seconded: Michelle Stewart CARRIED</p>	
<p>3. Approval of Minutes – February</p>	<p>Minutes of February 8 Approved as Circulated</p>	<p>Rachel to send minutes to Clerk</p>

<p>8, 2017</p>	<p>Moved by: Michelle Stewart Seconded: Candy Ashbee CARRIED</p>	
<p>4. Entertainment Update – Gary</p>	<p>95% of Children’s activities booked</p> <p>Various entertainment groups were discussed, both new and returning. Location of entertainers (main stage vs. park stage) was organized</p> <p>Speaker system options were discussed- Riot Hill to provide final quote shortly</p> <p>Daily themes were briefly discussed</p> <p>Fitness Demos were discussed – Committee agreed to carry on with Zumba and other interactive fitness performances at the main stage.</p> <p>Gary recommended we rent a backline (3 amps + full drum kit) to save work, time & energy - Cost: ~\$396.63 Motion to approval rental of backline as proposed (to a max of \$500) Moved by: Bill Gibson Seconded: Michelle Stewart CARRIED</p>	<p>Maintain “old country” theme for Friday</p> <p>Gary to inquire about new styles of Zumba/Drumline Fitness</p> <p>Gary to follow up</p>
<p>5. Bike Race Proposal – Gary</p>	<p>Gary introduced the 3-Day Bike Fest brought to Niagara: 200km one day bike race The possibility of combining with Summerfest was discussed – Committee is agreeable to exploring the possibility further</p>	<p>Gary to follow up with Dr. Palino (organizer)</p>

<p>6. Sponsorship Packages/Naming Opportunities</p>	<p>Committee brainstormed what can be added to our Naming Opportunities and expanded the list</p> <p>Sponsorship packages from 2016 reviewed: Maintain for 2017</p>	<p>Michelle to begin reaching out to sponsors</p>
<p>7. Sunday Breakfast - Matt/Gary</p>	<p>Nothing to update at this time</p>	<p>Matt and Gary to coordinate and reach out to potential partners</p>
<p>8. Car Show – Bill Gibson</p> <ul style="list-style-type: none"> • To Do list review 	<p>To Do list reviewed and jobs assigned to committee members</p> <p>Timelines set where applicable</p>	
<p>9. Media, Promotion & Website</p> <ul style="list-style-type: none"> • Boosting Posts – Candy • Erie Media - Sally • Post Media – Sally • myNiagara Proposals – Sally 	<p>Candy suggests “boosting” informative posts that typically don’t get much reach</p> <ul style="list-style-type: none"> -Price Range: up to \$20 per post -Boost close to the event <p>Overall \$100-200 at most</p> <ul style="list-style-type: none"> -Includes posts about: Outside food and drink, no pets, other new rules <p>Snapchat: GeoFilter for Summerfest over the weekend</p> <ul style="list-style-type: none"> -Check in 5 times per day -Creating a Snapchat account for Summerfest <p>Proposals from Erie Media and Post Media were reviewed. Coverage will be the same as 2016</p> <p>Motion was made to Accept Quotes from Post Media and Erie Media:</p> <p>Moved by: Michelle Stewart</p> <p>Seconded: Candy Ashbee</p> <p>CARRIED</p>	<p>Rachel to take care of Summerfest Snapchat account</p> <p>Candy to coordinate Snapchat content</p> <p>Sally to follow up</p>

	<p>myNiagara Proposals: Candy declares conflict of interest and left the room for the discussion -Reviewed Pelham Summerfest Social Media Management Proposal: \$1,500.00 – Additional coverage provided over 2016 -Reviewed myPelham Ad Package for Special Events (weekly articles): \$500 + recognition as Media Partner Motion to Accept Quotes from myNiagara Moved by: Michelle Stewart Seconded: Bill Gibson CARRIED</p>	<p>Sally to follow up</p>
10. Youth Sub-committee	<p>EL Crossley Response: 3 Students have offered to help assist with youth activities as part of sub-committee</p> <p>Set meeting with students for March</p>	<p>Rachel to contact these students and set meeting to follow up with select ideas</p>
11. Vendor Application Update – Sally <ul style="list-style-type: none"> • Wine Country Ontario • Zest 	<p>Wine Country Ontario’s request was considered however we cannot accommodate them this year</p> <p>Zest: no further information received from Zest at this time</p> <p>New vendors discussed</p>	<p>Sally to contact</p>
12. Special Events Trailer Wrap	<p>Potential costs discussed</p>	<p>Staff to determine whether this is within budget, check Capital budget and cost out with actual photos/designs</p>
13. Pelham Business Workshop	<p>Candy to organize, plan and execute a workshop</p> <p>Set workshop in April at Council Chambers</p>	<p>Staff to look into hiring an outside Marketer/Promo Specialist to co-lead workshops</p>

	Outside hire with oversight from Candy	
14. Critical Path Review	Behind on sponsorship call out and breakfast coordination On track otherwise	
15. Other Business:	Security: Businesses will be encouraged to report breaches of security to Pelham Summerfest during the event -Create signage for each business with rules and who to call Ensure all businesses know about Parking, Security, etc closer to July Discussion: Premium beer vs. Regular beer Potential partnership with craft beer?	John to look into Labatt's beer
16. Next Meeting:	March 22, 2017	
17. Adjournment	Adjourned 6:10pm	