

Pelham Summerfest 2013 Committee Meeting

February 27, 2013 Council Chambers 4:15 pm

| Agenda Item | Discussion/Notes | Action and Responsibility |
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| <ul style="list-style-type: none"> • Welcome – Bea Clark, Pelham Active Transportation Committee • 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 <p>Regrets: Councillor Gary Accursi</p> | <p>In attendance:</p> <p>Todd Barber Vickie vanRavenswaay Sally Jaeger Bea Clark John Wink Halee Lymburner (partial)</p> <p>Absent:</p> <p>Gary Accursi Kathleen Goodman</p> | |
| <p>1. Adoption of Agenda & approval of Minutes</p> | <p>Agenda adopted as amended Minutes of Feb 20/13 approved</p> <p>Moved by: Todd Seconded by: John CARRIED</p> | <p>Approved minutes to be forwarded to Council – Sally</p> |

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| <p>2. Additions to the Agenda</p> | <ul style="list-style-type: none"> • Kids zone • Website • Image/promo | |
| <p>3. MYAC Update (4:15) * Halee Lymburner</p> | <p>Friday night movie: quote of \$950 - 5% discount if booking two nights. This includes all set up, tear down, movie rental etc.</p> <p>MYAC only has budget for 1 night – Committee will cover cost of Summerfest movie night & look for a sponsor</p> <p>There will only be time to show one movie – Committee questioned whether movie would be current? still in theatres?</p> <p>Request for mini film festival – refer to Pelham Nights of Art Committee</p> <p>Suggested youth-friendly activities from MYAC: Scavenger hunt/Amazing Race; cookie decorating; skate rail</p> | <p>Committee</p> <p>Halee will investigate & report back</p> <p>Halee</p> |

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| <p>4. Promotion * Final Review of RFP</p> | <p>Changes as discussed previously and as presented in the draft circulated prior to the meeting were approved</p> <p>Moved by: John Seconded by: Todd</p> | <p>Sally to forward to Mara for distribution</p> |
| <p>5. Sponsorships</p> | <p>Bea has had a great early response with returning sponsors and some increasing their amount.</p> <p>Question from one sponsor – cheque coming in June but would like to go on website from beginning – Committee ok with this.</p> <p>Other creative ideas for naming & sponsorship are being explored - list of naming opportunities to offer to sponsors needed</p> <p>John wondered about “value” of volunteer hours to count towards sponsorship level – Committee agreed it should</p> | <p>Bea to respond to sponsor</p> <p>Sally to compile for next meeting</p> |

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| | <p>count</p> <p>Options for payment of sponsorship – cheque preferred; electronic payment will be improved in the future as Town moves to new website</p> | |
| <p>6. Review of Critical Path</p> | <p>We are in good shape with items to date.</p> <p>Committee ran through the upcoming items for March</p> <p>Put review on each agenda</p> | <p>Sally</p> |
| <p>7. Other Business:</p> <ul style="list-style-type: none"> • Kids Zone | <p>John provided updated quote from Niagara Inflatables including a few new items to make it more inclusive for all ages. Suggested signage re age appropriateness</p> <p>Mini golf could go in Active Zone –look for golf related sponsor</p> <p>Only 1 paddle boat/lagoon required. Committee ok with quote, less 1 lagoon.</p> | <p>Vickie to forward quote to Mara</p> |

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| <ul style="list-style-type: none"> • Website • Images for promotion • Other | <p>Does not fit iPad well – mobile devices?? – can we improve?</p> <p>Line through home page photos</p> <p>Todd suggested that the arches be incorporated into the festival image/branding for t-shirts, etc They have become focal point – capitalize on that</p> <p>Some form of “gift” for Friends of the Festival similar to Bandshell button program?</p> <p>Zumba – increase frequency and offer to other facilitators?</p> | <p>Sally will check with Melissa</p> |
| <p>8. Next Meeting: * Wednesday March 6th, 4:15pm Council Chambers * Agenda items?</p> | <p>Wed Mar 6 – North Comm. Rm.</p> <ul style="list-style-type: none"> * Review of critical path * Enbridge conference call | |
| <p>9. Adjournment</p> | <p>Moved by John Seconded by Todd</p> | |