

**Pelham Summerfest 2016 Committee Meeting  
February 3, 2016 – Miclette Room, 4:30 pm**

Agenda Item	Discussion/Notes	Action and Responsibility
<ul style="list-style-type: none"> <li>• Welcome – John Wink, Pelham Business Association</li> <li>• Councillor Gary Accursi</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, Special Events &amp; Festivals Programmer</li> <li>• Shayla Metherall, Administrative Assistant</li> <li>• Bill Gibson, PATC</li> <li>• Sofia Labricciosa, MYAC</li> <li>• Ana McKnight, Marketing &amp; Communications Officer</li> </ul>	<p>In attendance:</p> <ul style="list-style-type: none"> <li>• John Wink</li> <li>• Gary Accursi</li> <li>• Vickie vanRavenswaay</li> <li>• Sally Jaeger</li> <li>• Shayla Metherall</li> <li>• Bill Gibson</li> <li>• Sofia Labricciosa (arrived 5:20 pm)</li> <li>• Ana McKnight</li> </ul> <p>Regrets:</p> <p>Kathleen Goodman</p>	
<p>1. Additions to the Agenda</p>		
<p>2. Adoption of Agenda</p>	<p>Agenda adopted as circulated                  Moved by: Bill Gibson                  Seconded: John Wink                  CARRIED</p>	
<p>3. Approval of Minutes – Jan 20, 2016</p>	<p>Minutes of January 20, 2016                  Moved by: John Wink                  Seconded: Bill Gibson                  CARRIED</p>	<p>Shayla to forward to Clerk</p>
<p>4. Marketing &amp; Promotion</p>	<p>Pelham Summerfest Advertising Campaign Plan</p>	<p>Ana will evaluate fees for 2016</p>

<ul style="list-style-type: none"> <li>* Review of Marketing Plan – Ana</li> <li>* Heart of Niagara Hotels publication</li> <li>* Social Media</li> </ul>	<p>was reviewed:</p> <p>Overall plan as presented was approved by Committee</p> <p>Price out the cost to run advertising in Niagara this Week. Advertising in this newspaper was not done last year.</p> <p>Formal out-reach to local businesses about advertising Summerfest on their electronic signs.</p> <p>Interviews with news stations such as Cogeco and CHCH.</p> <p>Would like Country 89 Radio station to host Country Night again next year.</p> <p>Advertising at the Arena for a “save the date” ad</p> <p>Accept quote of \$1,500 for social media &amp; advertising with MyPelham.                  Moved by: Sofia Labricciosa                  Seconded: John Wink                  CARRIED</p> <p>Committee approved proposal from Biz Link for ad in Heart of Niagara magazine at a cost of \$325 + hst</p>	<p>Marketing &amp; Promotion</p> <p>Ana to bring creative back for approval as soon as possible</p> <p>Ana will determine cost of advertising in Niagara this Week.</p> <p>Ana will contact local business about electronic signs.</p> <p>Ana to research advertising with news stations.</p> <p>Sally to follow up with Cathy BB</p> <p>Ana to follow up with Biz Link</p>
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<p>5. Car Show * Review of publication notice</p>	<p>Reviewed Pelham Summerfest Car Show information handout.</p> <p>Discussed having car dealerships as a sponsors &amp; vendors.</p>	<p>Sally to revise notice &amp; send to contacts provided by Bill &amp; Andy</p> <p>Bill/Andy to provide list of potential sponsors &amp; vendors. Sally and Kathleen follow up</p>
<p>6. Logistics/Budget * LED Wall for stage * AV Quote Niagara Systems * Inflatable Movie Screen</p>	<p>Sally has contacted 2 businesses about LED Wall for stage. Cost more than double what Committee would tolerate</p> <p>AV quotes were reviewed; determined to use same vendor as last year</p> <p>Estimate from Niagara Inflatables for provision of outdoor movie was presented</p>	<p>Gary to provide Sally with one more contact to investigate</p> <p>Sally to enter PO for sound &amp; lighting</p> <p>Sally to give Niagara Inflatables quote for movie screen to Martha Toscher (MYAC)</p>
<p>7. Vendor Applications * Rates * Sunday?</p>	<p>Applications deadline same as last year, mid May.</p> <p>Opportunity for vendors to stay on Sunday of Summerfest will be added to the application.</p> <p>Committee would like to review all rates</p>	<p>Sally to look at past vendor rates &amp; bring back to next meeting</p>
<p>8. Sponsorship * OLG &amp; Meridian * Additional “perks” for Diamond Level</p>	<p>OLG sponsorship application was declined.</p> <p>Meridian has confirmed gold sponsorship for 2016</p>	<p>Sally to follow up</p>

<p>9. Sunnybrook Winery * Vendor; Sponsorship</p>	<p>Would not be eligible as direct vendor. No objection to them as a sponsor perhaps of an entertainment act</p>	
<p>10. Other Business:</p>	<p>Committee will need to revisit agreement with service club volunteers with respect to beer/wine pavillion</p> <p>Sunday Breakfast update</p> <p>MYAC Update:</p> <ul style="list-style-type: none"> <li>• Want to host movie night</li> <li>• Planning to do AMPfest again in 2016. Top 3 bands could perform before outdoor movie night for youth entertainment.</li> <li>• Endorsed several local food vendors and would like to see more vegetarian/vegan vendors</li> <li>• Excited about car show</li> <li>• High school age MYAC members will approach Communications teacher to see about promotion at school</li> </ul>	<p>Add to next meeting agenda</p> <p>Gary to confirm with Country Corner Market</p>
<p>11. Next Meeting:</p>	<p>Next meeting February 17<sup>th</sup>,</p>	<p>Shayla to create reoccurring meeting schedule</p>
<p>12. Adjournment</p>	<p>Meeting adjourned at 6:55 p.m.</p>	