

**Pelham Summerfest 2016 Committee Meeting  
February 8, 2017 – Council Chambers, 5:30 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>• Bill Gibson, PATC</li> <li>• Candy Ashbee, PBA</li> <li>• Michelle Stewart, Pelham Resident</li> <li>• Matthew Leask, Welland/Pelham Chamber of Commerce</li> <li>• Sofia Labricciosa, MYAC</li> <li>• Vickie vanRavenswaay, Director of Recreation, Culture &amp; Wellness</li> <li>• Sally Jaeger, Special Events &amp; Festivals Programmer</li> <li>• Rachel Ahle, Administrative Assistant RCW</li> </ul>	<p>In Attendance:</p> <p>Vickie vanRavenswaay Jodi Hendriks Sally Jaeger John Wink Gary Accursi Matt Leask Bill Gibson Candy Ashbee Michelle Stewart</p> <p>Regrets:</p> <p>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 – January 18, 2017</p>	<p>Minutes of January 28, 2017 approved as circulated: Moved by: Matt Leask Seconded: Bill Gibson CARRIED</p>	

<p>4. Applications for new Community Member</p>	<p>Mall Accursi to be considered as a new applicant No conflict of interest</p>	<p>Staff to receive new application</p>
<p>5. Crossley Student Presentation Update – John Wink</p>	<p>Grade 11 Crosley Students brought forward ideas</p> <p>Requested student volunteers to see follow-through with their ideas</p> <p>Consider taking students ideas and bringing it to MYAC to execute/implement</p> <p>Highlights of student proposals discussed:</p> <ul style="list-style-type: none"> <li>- Teen Lounge with Wifi, video games, etc</li> <li>- Stage for teen bands or DJ</li> <li>- Usage of Marlene Stewart Streit Park</li> <li>- Bike/Skate Demos 2-5pm</li> <li>- Vendors targeting youth</li> <li>- Wrap up by 10:30pm</li> <li>- Teen games</li> <li>- Chess Competition in the Park</li> </ul> <p>Security will need to be reconsidered</p>	<p>Staff to follow up with teacher</p> <p>Committee to set meeting with MYAC</p> <p>Staff to consult Mike on Wifi capabilities/capacity</p>
<p>6. Car Show – Bill Gibson</p>	<p>Bill presented his concept for the brochure:</p> <ul style="list-style-type: none"> <li>-General info, layout map</li> <li>-Improved road signage</li> <li>-Registration: Register, get ballots and goodie bag</li> <li>-Signage with sponsors</li> <li>-Overview of volunteer roles, trophy design</li> <li>-Car show registration fees were discussed</li> <li>-To List</li> </ul>	<p>Sally to circulate Car Show To Do List for Committee Members to review</p> <p>Bill to circulate his brochure and email it out to the car show users (March)</p> <p>Sally to set up preregistration</p>

	Bill to create a sample trophy guitar by April for Candy to use when approaching potential sponsors	on the website
7. Media, Promotion & Website – Sally <ul style="list-style-type: none"> <li>Proposal from Country 89</li> </ul>	<p>Country 89 promotion quote was reviewed            285 commercials for \$2,000.00            Fees were accepted as proposed            Motion to Accept Fees:            Moved by: Michelle Stewart            Second: Candy Ashbee            CARRIED</p> <p>Packages and fees were reviewed            Post: Online Takeover Removed            Pelham News Wrap: No overrun            Increase promotion of the app            Event Board Listing w/ Full Detail for each reference            Erie Media: No response            Cable Channel 10: What’s New Interview            Printed Materials</p> <p>Bus/Trailer Wrap: \$15/Sq Ft</p>	<p>Sally to confirm with Country 89</p> <p>Sally to hear back</p> <p>Mara to get back</p> <p>Sally and Gary to finalize advertising budget</p>
8. Sponsorship Packages	Deferred	
9. Vendor Application Update – Sally <ul style="list-style-type: none"> <li>Wine Country Ontario</li> <li>Zest</li> </ul>	<p>Vendor updates reviewed : 5 Pelham Businesses, 6 Niagara Region, 11 Out of Region</p> <p>Reminders to go out next week</p>	<p>Staff to resend offer to Pelham businesses</p> <p>Candy to email Melissa to update website with a reminder to go out in myPelham newsletter</p>

	<p>Special request from Wine Country Ontario considered</p> <p>Zest request to expand North on the sidewalk (in front of Fonthill Inn) discussed</p>	<p>Staff to further investigate</p> <p>Staff to request more information (with detailed sketch)</p>
10. Sunday Breakfast Update	Deferred	
11. Bar Rebuild (see attached drawing)	<p>Detailed bar design with dimensions was received and reviewed</p> <p>Methods of securing bar to arches/providing support was discussed</p> <p>Lighting options discussed</p>	Committee to research lighting options and bar support options
12. Other Business:	Shuttle Buck Incentive will be offered for riding shuttles at all special events including Summerfest	
13. Next Meeting:	<p>Wednesday, February 22, 2017</p> <p>Discuss Car Show To Do List</p> <p>Boosting Posts: Public Service Posts</p>	
14. Adjournment	Meeting adjourned at 7:00 pm	