

**Pelham Summerfest 2016 Committee Meeting
January 20, 2016 – Council Chambers, 4:30 pm**

Agenda Item	Discussion/Notes	Action and Responsibility
<ul style="list-style-type: none"> • Welcome – John Wink, Pelham Business Association • Councillor Gary Accursi • Kathleen Goodman, Director with Welland/Pelham Chamber of Commerce • Vickie vanRavenswaay, Director of Recreation, Culture & Wellness • Sally Jaeger, Special Events & Festivals Programmer • Shayla Metherall, Admin Assist of Recreation, Culture and Wellness • Bill Gibson, PATC • Sofia Labricciosa, MYAC • Regrets Ana McKnight 	<p>In Attendance:</p> <p>John Wink Gary Accursi Kathleen Goodman Vickie vanRavenswaay Sally Jaeger Shayla Metherall Bill Gibson Sofia Labricciosa (5:15 pm)</p> <p>Regrets: Ana McKnight</p>	
<p>1. Additions to the Agenda</p>	<p>Enbridge</p>	
<p>2. Adoption of Agenda</p>	<p>Agenda adopted as circulated Moved by: Kathleen Seconded: Bill CARRIED</p>	
<p>3. Approval of Minutes – Nov 25, 2015</p>	<p>Minutes of October 6, 2015 Moved by: Bill Seconded: Kathleen CARRIED</p>	<p>Shayla to forward to Clerk</p>
<p>4. Marketing & Promotion – BizLink Magazine Ad; Summer Fun Guide Ad</p>	<ul style="list-style-type: none"> • Heart of Niagara ¼ page ad -\$525. If will keep the same rate of last year \$295, we will go forward with 	<ul style="list-style-type: none"> • Sally to contact Heart of Niagara to see if we can get the same rate as last year.

	<p>advertising.</p> <ul style="list-style-type: none"> • Summer Fun Guide: Free print listing approved • Pelham staff has applied for Festival and Events Ontario Top 100. Will find out result in March. • Melissa Wells has provided an estimate for website services for 2016 – same as last year. \$1780.88 <p>Motion to go accept quote for website services moved by John, seconded by Bill - CARRIED</p> <ul style="list-style-type: none"> • Committee discussed social media marketing. Wish to keep separate accounts and have MyPelham and Marketing Officer coordinate. <p>Motion to keep social media accounts for Summerfest separate from Town of Pelham and request a quote for services from MyPelham/MyNiagara, moved by Kathleen, seconded by Sofia - CARRIED.</p> <ul style="list-style-type: none"> • Begin with sponsorship push on social media. 	<ul style="list-style-type: none"> • Sally to follow up • Sally will continue to work on website. • Sally to look for quote with social media. • Staff to discuss marketing with country station and marketing with the lacrosse tournament with Marketing and Communications Officer.
<p>5. Critical Path Review</p> <ul style="list-style-type: none"> • What’s already booked • What need to be done: Niagara Inflatables 	<ul style="list-style-type: none"> • Water refill station has confirmed. • Staff is working on logistics of Summerfest and pricing. • Sponsorship data base has been created. • Most of the entertainment line-up has been booked. Few spots still 	<ul style="list-style-type: none"> • Sally to meet with Kathleen to facilitate sponsorship call out. • Sally to apply for grant through

	<p>open.</p> <ul style="list-style-type: none"> Niagara Inflatables has been contacted to have inflatables in the Peace Park Kid Zone again this year. Bring out chess game on Sunday Shade tent have again this year in the Peace Park. Vendors for Sunday can go in the North parking lot, to be in same area as the car show. 	<p>Meridian Credit Union.</p> <ul style="list-style-type: none"> Sofia to talk with MYAC about entertainment for youth. Sally will contact Niagara Inflatables about blow-up screen for Outdoor Movie Night. Also let them know that last year there was problems with paddle boats.
6. 2016 Budget	<ul style="list-style-type: none"> Car show was an addition to budget. Marketing and promotions expense has been reduced. <p>Motion to approve budget moved by Bill Gibson, Seconded by Sofia Labricciosa - CARRIED</p>	
7. Sponsorship Packages	<ul style="list-style-type: none"> Add car show naming opportunity sponsorship minimum \$2,500. Sponsor names on trophies. Diamond level needs to look more attractive to sponsors. 	<ul style="list-style-type: none"> Sally to revise 2016 Sponsorship Package Sally to send sponsor application to OLG. Committee to discuss how to better the Diamond sponsor level in next meeting.
8. Vendor Applications	<ul style="list-style-type: none"> Working on new vendor application. Would like to see more artisan/crafter vendors 	<ul style="list-style-type: none"> Jodi to work on new vendor application
9. Car Show	<ul style="list-style-type: none"> Need to promote car show Trophy has been created for Car 	<ul style="list-style-type: none"> Sally to set up meeting with Bill and Ana to discuss car show promotion

	<p>Show winner</p> <ul style="list-style-type: none"> • Must upload registration form. • Committee’s choice for an award in car show. 	
10. 2016 Committee Membership	Deferred to next meeting	
11. Other Business: Enbridge	<ul style="list-style-type: none"> • Enbridge has respectfully declined participation in Summerfest for Sunday Breakfast in the park. <p>Need to explore alternative providers. Goal to keep same cost for breakfast as previous year. Suggested that we ask Country Corner Meats to provide equipment and cook breakfast, and then allow them to switch over as food vendor for the afternoon. May need more volunteers.</p>	<ul style="list-style-type: none"> • Gary to contact Country Corner Meats to be a vendor for Sunday Breakfast in the Park.
12. Next Meeting:	February, 3 rd 2016 4:30 p.m.	
13. Adjournment	Meeting adjourned at 6:00 p.m.	