

Pelham Summerfest 2014 Committee Meeting

January 22, 2014 – Council Chambers, 4:30 pm

Agenda Item	Discussion/Notes	Action and Responsibility
<ul style="list-style-type: none"> • Welcome – Councillor Gary Accursi • Bea Clark, Pelham Active Transportation Committee, Chair • 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>In attendance:</p> <p>Gary Accursi Vickie vanRavenswaay Bea Clark John Wink Todd Barber Kathleen Goodman Melissa Wells (Partial)</p> <p>Regrets: Sally Jaeger</p>	
<p>1. Additions to the Agenda</p>	<p>No additions requested.</p>	
<p>2. Adoption of Agenda</p>	<p>Agenda adopted as circulated. Moved by: Bea Clark Seconded by: Todd Barber CARRIED</p>	

<p>3. Approval of Minutes</p>	<p>Minutes of Dec 4/13 approved as circulated Moved by: John Wink Seconded by: Todd Barber CARRIED</p>	
<p>4. Website – Melissa Wells</p>	<p>Melissa discussed the current website and possible future working arrangements. Last year Melissa understood that she would look after the design and the text would be looked after either by Town staff or promotions. The Committee discussed how it would be best for the Committee to review the content prior to posting. Gary would inform Melissa of the band line up and Melissa would write up the band bios from their web sites. If each member would take a couple of pages of the web site and review content by the end of February Melissa would be able to update immediately. The Committee agreed Melissa should attend a meeting once a month for a quick update. It was noted that by June 1st the web site is busy, therefore most content should be posted by that time.</p>	
<p>5. Budget</p>	<p>THAT permanent plaques be installed on the Arches recognizing the original sponsors to build the structure; Niagara Region for the Smarter Niagara – Public Domain Incentive Grant; and recognizing Forestgreen Creations Inc. for winning the Niagara Community Design Award for Public Realm Improvement. Moved by: John Wink</p>	<p>Todd and Vickie will work on the plaques to be installed on the Arch entrances.</p>

	<p>Seconded by: Bea Clark The committee discussed possibly looking at reallocating funds for advertising. It was noted that radio broadcasting was the least used. The Committee will discuss Natalie and Melissa's contracts next meeting.</p>	<p>Vickie will contact Natalie and Melissa to request a quote for 2014.</p>
6. Critical Path Outline	<p>The Committee reviewed the 2014 Critical Path as presented by Bea Clark. Review of the Sponsorship levels to be on the next agenda. Friday evening & Sunday activities will be discussed and set at the next Committee meeting.</p>	<p>Vickie will apply for the Good Neighbour Program through Meridian Credit Union.</p>
7. Vendor Applications – Revisions and fees	<p>Vickie circulated a draft vendor application for the committee to review. The Committee will discuss vendor fees next meeting.</p>	
8. Layout	<p>Layout will be discussed at the next meeting.</p>	
9. Other Business:	<p>Workshop for the businesses will be discussed at the next meeting.</p>	<p>Bea will check her contacts for a possible facilitator</p>
10. Next Meeting:	<p>January 28, 2014 4:30pm</p>	
11. Adjournment	<p>Meeting adjourned at 6:15pm</p>	