

**Pelham Summerfest 2013 Committee Meeting**

**July 30, 2013, 2013 – Council Chambers, 6:00 pm**

Agenda Item	Discussion/Notes	Action and Responsibility
<ul style="list-style-type: none"> <li>• Welcome – Councillor Gary Accursi</li> <li>• Bea Clark, Pelham Active Transportation Committee, Chair</li> <li>• Todd Barber, Chair, Downtown Beautification Committee</li> <li>• John Wink, Past Chair, Pelham Business Association</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, Admin. Assistant, Recreation, Culture &amp; Wellness</li> </ul>	<p>In attendance:</p> <p>Gary Accursi                      Vickie van Ravenswaay                      John Wink                      Sally Jaeger                      Bea Clark                      Natalie Stickles</p> <p>Regrets                      Todd Barber                      Kathleen Goodman</p>	
<p>1. Additions to the Agenda</p>	<p>1. Timeline for final report – 2<sup>nd</sup> Council meeting in September</p> <p>2. Dates for 2014 – third weekend in July, 17-20/14</p>	<p>Bea will put together draft report for next meeting</p>
<p>2. Adoption of Agenda</p>	<p>Agenda adopted as amended                      Moved by: John</p>	

	<p>Seconded by: Bea CARRIED</p>	
<p>3. Approval of Minutes</p>	<p>Minutes of July 17/13 approved as amended Moved by: Bea Seconded by: John CARRIED</p>	<p>Approved minutes to be forwarded to Council – Sally</p>
<p>4. Approval of Expenses: P Haftar - \$66.57 – supplies for art show B. Clark - \$317.16 – Supplies for Active Zone K.Goodman - \$120 – Smart Serve</p>	<p>Motion to approve expenses of P. Haftar &amp; B. Clark made by John, seconded by Bea, CARRIED</p> <p>Deferred to next meeting</p>	<p>Sally to submit to Finance</p>
<p>5. Summary Reports: Active Zone – Bea Website analysis - Bea Kids Zone – John Beer &amp; Wine Garden – Kathleen Entertainment – Gary Breakfast – Gary Logistics – Vickie Media &amp; Promotion - Natalie Art in the Park</p> <p>Overall Summary</p>	<p><b>Active Zone:</b> Bea provided summary of Active Zone. Still collecting feedback from participants. Public Library not a great fit in this area, might be better in kids entertainment area. Hockey not as happy with location this year although it was easier for set up. Perhaps need dedicated area for demonstrations of tai chi etc. Moving street closure at 6 pm was good.</p> <p><b>Website Analysis:</b> Bea still reviewing website and</p>	

social media statistics. Website views are down but need to dig into why, whether communication paths are changing etc.

**Kids Zone:**

John presented a summary of the Kids Zone and reiterated his appreciation of the great job done by Niagara Inflatables again this year. Parents really appreciated small bouncer for younger children. John has reserved bouncers for next year including 2 for Sunday. Set up worked well, attendees spread out throughout park.

**Beer & Wine Garden:**

Inventory balancing is closer than first try. Set up and concept were great but changes needed for next year to cut down of amount of work required.

**Entertainment:**

Gary presented a summary of the entertainment. Great feedback on the main stage bands and from the bands themselves. Some already asking to participate in 2014.

	<p><b>Breakfast:</b>                  Good experience overall, great learning experience. Fine tuning for next year building upon this year’s lessons.</p> <p><b>Logistics:</b>                  Counts received from Leo. Estimate for Sunday – 800-1000. Need to capture figures, for Peace Park on Saturday, of attendees who may not be counted on Pelham Street. Estimated to be 1500 for 2013.</p> <p>Vickie met with Public Works &amp; Parks staff earlier and provided a summary of logistics.</p> <p>Security was much improved over 2012. Additional staff was needed and did a good job.</p> <p><b>Financial Statements:</b>                  Preliminary figures were presented. Additions/revisions still to be made but generally in the same position as last year. Numbers were reviewed, corrections and changes were made. Committee members</p>	<p>Vickie to follow up with Kate and send revised figures to Committee members</p>
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	<p>to review their own area and see if any other changes are required</p> <p><b>Media &amp; Promotion:</b>                  Natalie provided a detailed outline of the work performed - far more work involved than originally anticipated. Suggestion that art committee member be involved in regular SF meeting. Budget seems to be adequate for print material etc. Need to tighten up communication re website info. Committee very pleased with Natalie's efforts and hope that she will provide continuity with the media &amp; promotion and join us again next year.</p> <p><b>Art Show:</b>                  Pat's report was reviewed and suggestions considered by the Committee. Letter to be sent to Pat thanking her for report and offering a few comments</p> <p><b>Overall Summary:</b>                  Bea's overall observations were reviewed. Need to have a "draw" to bring people to the park on Friday, possibly a "country music"</p>	<p>Vickie</p>
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	<p>theme.</p> <p>Need to expand volunteer base</p> <p>Gary also presented his overall observations. Again, could use more help. Weather station to monitor any inclement weather.</p>	
6. Participant Surveys	<p>Preliminary replies received but more details will be sent to Committee shortly – leave survey on website till middle of August. Good response from sponsors, most positive and will be back next year.</p>	
7. Correspondence – Country Boys	<p>Letter from Sherry Rusin was considered. Response will be sent thanking her for letter &amp; suggestions will be taken under consideration</p>	Vickie/Sally
8. Left Over Food	<p>Ham, sausage, bags of eggs &amp; fries left that can't be returned. Moved that we sell what we can to staff/committee etc. and balance be donated to Pelham Cares</p>	Sally to send notice to staff
9. Other Business:	<p>Need to recognize Fire Fighters contributions with respect to first</p>	Vickie to follow up with Fire Chief

	<p>aid - Council recognition or honorarium of some sort</p> <p>Beer Pavillion – problems with reefer truck- beer not cold – quantity sold down – negotiating discount as a result</p> <p>Email from Fonthill Dental (Martha Brown) re sponsorship of Artwall was discusses</p> <p>Bea spoke to several persons with mobility issues to ask how they found Summerfest with respect to accessibility. All had very positive comments.</p> <p>Stats from ballots were reviewed. 46% from Pelham. Much the same as last year</p> <p>Stats from hotels &amp; taxi service not received yet</p>	<p>Vickie/Mara</p> <p>Gary to talk to her.</p> <p>Bea to add to her report</p> <p>Gary to follow up</p>
<p>10. Next Meeting: * ???????????????</p>	<p>September 4, 2013 4:30 pm</p> <p>1. FEO Awards</p> <p>2. Vendors open on Sat &amp; Sun</p>	<p>Sally to send out invitations</p>
<p>11. Adjournment</p>	<p>Meeting adjourned at 10:05 pm</p>	