

Pelham Summerfest 2013 Committee Meeting

June 12, 2013, 2013 – North Wing Committee, 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 	<p>In attendance:</p> <p>Gary Accursi Bea Clark Todd Barber Vickie vanRavenswaay Kathleen Goodman – Partial Natalie Stickles – Partial</p> <p>Regrets Sally Jaeger</p>	
<p>1. Additions to the Agenda</p>	<p>Sponsorship Website Hotel</p>	
<p>2. Adoption of Agenda</p>	<p>Agenda adopted as circulated and amended Moved by: Kathleen Seconded by: John CARRIED</p>	

<p>3. Approval of Minutes</p>	<p>Minutes of June 5/13 approved Moved by: Todd Seconded by: Kathleen CARRIED</p>	<p>Approved minutes to be forwarded to Council – Sally</p>
<p>4. Media/Promotion Update – Natalie Stickles</p>	<p>Bea reviewed inkind sponsorships that were missed.</p> <p>Discussion took place with regard to sponsorships displayed on the website</p> <p>Natalie reported that she and Cathy attended the Pelham Night of Art meeting. Art will be featured this week.</p> <p>Rack Cards have been distributed to Tourism locations.</p> <p>July 17th Summerfest will be blasted on sun media website.</p> <p>Astrial media will have young girl speaking about summerfest.</p> <p>Gary will do the radio interview live.</p> <p>Cogeco T V will be preparing an ad that will run one week in June and one week prior to the event.</p>	<p>Vickie will confirm Niagara Inflatables, Halco and Fonthill Bandshell Committee. Gary will confirm Enbridge sponsorship.</p>

	<p>Cogeco will interview Gary on site.</p> <p>Print quotes – Posters 100 will be printed.</p> <p>The Committee decided no lawn signs.</p> <p>Businesses with digital signs will be asked to advertise Summerfest.</p> <p>The Committee decided to order an additional 4 a frame stands</p>	<p>Vickie will have Mara order the frames</p>
<p>5. Festival Beer – Todd Barber Thursday & Friday</p>	<p>The Committee agreed the Thursday and Friday featured Beer will be supplied by the Cool Beer Company – Stonewall Light and Millennium Buzz Hemp Beer. Moved by Kathleen and Seconded by John Wink</p>	
<p>6. Community Art Project Update – Todd Barber</p>	<p>Todd presented an update on the Wall project –</p>	<p>Todd will continue to work on project</p>
<p>7. Downtown Bollards – Todd Barber</p>	<p>The bollards that are being installed for the cafes should be able to be removed.</p>	

<p>8. Gelato Village</p>	<p>Rocco attended the meeting and discussed the cost of booths. The committee will discuss and look at his request. Cannoli eating contest at 6pm</p>	<p>Vickie to follow up – Rocco will be required to submit another with layout tables and serving area. Must pay \$330.00 per 10’.</p>
<p>9. Active Zone Update</p>	<p>Bea distributed the Active Zone line up. The Swim meet participants will receive a \$5.00 coupon.</p>	<p>Vickie will have coupon produced</p>
<p>10. Pancake Breakfast - Gary</p>	<p>Gary reported Ron at Sobeys has arranged for special pricing, with some freebees.</p>	<p>Gary will confirm with Enbridge on menu. He will also encourage Council to serve.</p>
<p>11. Hotel</p>	<p>Ramada \$129.00 and give back 10% back to Committee. Sheraton 4 Points \$139.00 and give back 10% to the Committee. Hipwells Hotel will back 10%</p>	
<p>12. Arches</p>	<p>Enquiry was made on the possibility of lighting the Arches.</p>	<p>Vickie review the Public Realm funding status and contact the business that offered to light the arches</p>
<p>13. Other Business:</p>		
<p>14. Next Meeting: * Wednesday June 19, 4:30pm Council Chambers * Agenda items?</p>	<p>Wednesday, June 19, 4:30 pm</p>	

16. Adjournment	Meeting adjourned at 7:30 pm	