

Pelham Summerfest 2012 Committee Meeting MINUTES

2012

WEDNESDAY June 20, 2012 Council Chambers 4:00pm

Agenda Item	Decisions Reached	Action and Responsibility
<ul style="list-style-type: none"> • Welcome – Councillor Gary Accursi, Committee Chair <ul style="list-style-type: none"> ○ Bea Clark, Chair, Pelham Active Transportation Committee ○ Todd Barber, Chair, Downtown Beautification Committee ○ Vickie vanRavenswaay, Manager of Community Services ○ Kathleen Goodman, Director with Welland/Pelham Chamber of Commerce ○ John Wink, Past Chair, Pelham Business Association <p>Regrets</p>		
<p>1. Additions to the Agenda:</p>	<p>The Agenda was adopted as circulated, Moved by Todd Barber, Seconded by Bea Clark CARRIED</p>	
<p>2. Approval of minutes:</p>	<p>The minutes were adopted as circulated,</p>	

Pelham Summerfest 2012 Committee Meeting MINUTES

2012

WEDNESDAY June 20, 2012 Council Chambers 4:00pm

<p>June 13, 2012</p>	<p>Moved by John Wink, Seconded by Bea Clark CARRIED</p>	
<p>3. Summerfest 2012 Promotional Plan 4:30pm</p> <p>Carolyn Mullin - M.C.?</p>	<p>Cathy updated the Committee. Final Sponsorship lists must be in with logos by Friday June 22. The Committee was pleased with the Banner Ad. The Poster draft was discussed. Stress FREE Activities. Four Days of Free Family Fun! The Committee Reviewed the Radio Script. Starting to work on Brochure. The vendor passports were discussed and will be included in the Brochure. Short list for photography. Cathy presented Art in the Park Gift Certificate proposal. MC was discussed.</p> <p>The Committee discussed the possibility of using the front of Forest Green Creations as an information centre.</p>	<p>Cathy will develop the criteria for the short list for photography, included expected quality, etc. for the next meeting.</p> <p>Cathy will approach the radio stations for a MC for the day. Committee members will also bring back MC suggestions for the next meeting.</p> <p>Vickie will contact Cathy and forward information required to for her to produce the art work and forward to M G promotion</p> <p>Summerfest logo Entertainment Active zone Map with zones Four day schedule Road Closures</p>

Pelham Summerfest 2012 Committee Meeting MINUTES

2012

WEDNESDAY June 20, 2012 Council Chambers 4:00pm

		Camera Ready Size 8' x 16' size to be confirmed
4. Beer Pavilion Design Status:	<p>Todd Presented a revised drawing of the pavilion design. The design has changed accordingly: Four Arches TD Bank access will be accessible. 26' access will be available for TD. Shorter structure is 25'.4" tall Will need to start construction on Wednesday. Will need to close street by Wednesday for construction. Truck traffic will need to be eliminated through Arches. Committee is pleased with the shorter design. Council approval will be required to prohibit truck traffic through structure while it is in place. Also amendment to Pelham Town Square entrance road closure to Wednesday morning for construction instead of Friday morning.</p>	Todd will be meeting with CAO Darren Ottaway on Thursday regarding the amendment to the road closure and elimination of truck traffic.
	The Committee reviewed each day of the	Vickie will forward a road

Pelham Summerfest 2012 Committee Meeting MINUTES

2012

WEDNESDAY June 20, 2012 Council Chambers 4:00pm

<p>5. Summerfest Daily Activities</p>	<p>Festival indicating activities, logistics, responsibilities, etc.</p> <p>It was determined that due to the amount of activities on Saturday it is necessary to make use of a portion of Pelham Town Square, therefore Pelham Town Square from the LCBO to the entrance of the municipal parking lot must be closed to traffic on Saturday July 21.</p>	<p>closure request for Pelham Town Square to council for approval.</p>
<p>6. Subcommittees: Quick Updates</p> <ul style="list-style-type: none"> • Food & Beverage • Retail Vendor Review - Passport Prizes? • Niagara Nights of Art • Sponsorship – Kathleen • Logistics – Vickie 	<p>The Food & Beverage vendor Committee will be meeting on Wednesday June 28 at 9:30am</p> <p>Retail Vendor applications will be reviewed the next meeting.</p> <p>Kathleen updated the committee on sponsorships. Suggested a letter be prepared that is easy to send out at a request for further information.</p> <p>Shuttle Services use the same companies</p>	<p>Vickie will contact shuttles used last year.</p>

Pelham Summerfest 2012 Committee Meeting MINUTES

2012

WEDNESDAY June 20, 2012 Council Chambers 4:00pm

<ul style="list-style-type: none"> - Shuttle Services???? - Signage • Entertainment – Gary • Active Zone – Bea • Kids Zone – John • Peace Park Layout 	<p>as last year. Committee members will make a list of signs required for the festival</p> <p>Todd presented 2 layouts for the Peace Park. Design number 2 was chosen.</p>	<p>Vickie will forward list of signage left from last year.</p> <p>Vickie will forward layout to Pat Haftar for her information.</p>
<p>7. Next Meeting:</p> <ul style="list-style-type: none"> • Wednesday June 28 , 4:00 p.m. Council Chambers 		
<p>8. Adjournment:</p>		