

Pelham Summerfest 2013 Committee Meeting

June 5, 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 Sally Jaeger, Admin. Assistant, Recreation, Culture & Wellness 	<p>In attendance:</p> <p>Gary Accursi Sally Jaeger Bea Clark Todd Barber Kathleen Goodman – Partial Natalie Stickles – Partial</p> <p>Regrets Vickie van Ravenswaay John Wink</p>	
<p>1. Additions to the Agenda</p>	<p>None</p>	
<p>2. Adoption of Agenda</p>	<p>Agenda adopted as circulated Moved by: Todd Seconded by: Kathleen CARRIED</p>	

<p>3. Approval of Minutes</p>	<p>Minutes of May 29/13 approved Moved by: Kathleen Seconded by: Todd CARRIED</p>	<p>Approved minutes to be forwarded to Council – Sally</p>
<p>4. Media/Promotion Update – Natalie Stickles</p>	<p>Natalie presented promo budget with costs to date and sample of poster. Still need costs for signage etc. from Mara. Banner ad and first article are going this week.</p> <p>Astral Media looking for 15 x \$50 gift cert. for on-air contests</p> <p>Interviews with Astral and Cogeco – Committee nominated Vickie as spokesperson</p> <p>Offer to distribute rack card through Gateway & tourist centre for \$70 +-</p> <p>Need to determine sponsorship levels for Enbridge & Sobeys</p> <p>Natalie showed proposed wrap from The Voice – Committee does not like Voice banner on top and wants them to cut wrap down</p>	<p>Sally/Vickie to talk to Mara about getting prices by Friday</p> <p>PBA email out – Natalie will touch base with Melissa. Sally will get student to email request to vendors</p> <p>Committee approved – Natalie to send out</p> <p>Sally to contact Enbridge</p> <p>Natalie to revisit this with The Voice</p>

<p>5. MyPelham.com Request – Todd Barber</p>	<p>Discussed with Natalie as potential advertising, particularly with respect to Sunday events, at a lesser rate – Committee ok with approx. \$250</p>	<p>Sally will forward proposal to Natalie – Natalie to follow up with Cathy BB</p>
<p>6. Community Art Project Update – Todd Barber</p>	<p>Todd presented an update on the Wall project – proposed to set up temp installation on fence panels. If successful, move towards more permanent structures. Sell boards for \$5</p>	<p>Todd will continue to work on project</p>
<p>7. Wine & Beer Selection Update – Todd Barber</p>	<p>Todd still working on this. Logistics were discussed, draught vs. cans, atmosphere, etc.</p>	<p>Todd will bring business model back to the Committee</p>
<p>8. T- Shirts - Vickie</p>	<p>Mike Martin ok with donating half this year and half next for sponsorship - Silver level for each year ok'd by Committee</p>	<p>Vickie to follow up</p>
<p>9. Fonthill Baptist Church - Vickie</p>	<p>Proposing 2 small bouncers on their own property from 10am-2pm - Committee ok with proposal</p>	
<p>10. Preliminary Layout</p>	<p>Gary presented preliminary layout. Generally good, a few minor adjustments made</p>	

11. Peace Park Master Plan	Deferred	Sally will scan booklet and send to Committee
12. Budget	Budget worksheets are starting to be flushed out. Need something with less detail ie. revenues received and anticipated minus expenses to date and committed equals where we stand	
13. Critical Path	Good shape – signage needs to be looked at soon	
14. Other Business:	Todd asked about “wow” factor ie. lighting (light show) of arches?? – Gary noted Vickie had been talking to firm from Hamilton who was interested in lighting the arches	Vickie to follow up
15. Next Meeting: * Wednesday June 12, 4:30pm Council Chambers * Agenda items?	Wednesday, June 12, 4:30 pm Active Zone Finalize layout Lighting of arches	
7. Adjournment	Meeting adjourned at 7:15 pm	