

Pelham Summerfest 2014 Committee Meeting

March 11, 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 • Natalie Stickles 	<p>In attendance:</p> <p>Gary Accursi Vickie vanRavenswaay Sally Jaeger John Wink Todd Barber Bea Clark Natalie Stickles (left at 5:40 pm)</p> <p>Regrets: Kathleen Goodman</p>	
<p>1. Additions to the Agenda</p>	<p>Deferring of beer provider discussion Update on Peace Park re-design Entertainment</p>	
<p>2. Adoption of Agenda</p>	<p>Agenda adopted as amended Moved by: John Seconded by: Todd CARRIED</p>	

<p>3. Approval of Minutes</p>	<p>Minutes of Mar 4/14 approved as circulated Moved by: Todd Seconded by: John CARRIED</p>	
<p>4. Media/Promotion – Natalie</p>	<p>Natalie provided updated marketing budget and draft schedule</p> <p>Social media marketing proposal from MyPelham was discussed</p> <p>Motion to approve marketing budget made by Bea, seconded by John CARRIED</p> <p>Discussion took place regarding way finding signs. Possibility to place on service club/entry signs</p> <p>Suggestion that we advertise at other local events ie LuminAqua close to date of our event</p>	<p>Natalie to negotiate with Voice of Pelham</p> <p>Natalie to get more information</p> <p>Sally to get dimensions for Natalie</p> <p>Natalie will investigate</p>
<p>5. Consideration of Beer Provider</p>	<p>Deferred to next meeting</p>	
<p>6. Sponsor Update - Bea</p>	<p>Bea provided list of sponsors to date. Discussion took place regarding which sector we can target for new sponsors. Legion has funding for kids programs.</p>	<p>Vickie will send contact info to Bea</p>

<p>7. Other Business:</p>	<p>Peace Park – Status is not clear. Concern that work is proposed to start in April rather than the fall was voiced.</p> <p>Entertainment – Committee ok with having the Gormans as repeat performers. Suggestion for Friday night included use of a DJ, incorporating line dancers, square dancers, straw bales, Tom Bishop</p> <p>Security – Gary & Vickie reported on their meeting with Jason of Star Security who will be giving a quote for several events</p> <p>Sunday Morning – suggestion to have prizes/draws to increase attendance</p>	<p>Committee to research local C&W venues,</p>
<p>8. Next Meeting:</p>	<p>Website Review</p>	<p>Todd to prepare printed pages for mapping & review for next meeting</p>
<p>9. Adjournment</p>	<p>Meeting adjourned at 6:40 pm</p>	