

**Pelham Summerfest 2017 Committee Meeting
Mar 22, 2017 – Council Chambers 5:30 pm**

Agenda Item	Discussion/Notes	Action and Responsibility
<ul style="list-style-type: none"> • Welcome – John Wink, Pelham Business Association • Councillor Gary Accursi • Bill Gibson, PATC • Candy Ashbee, PBA • Michelle Stewart, Pelham Resident • Matthew Leask, Welland/Pelham Chamber of Commerce • Sofia Labricciosa, MYAC • Vickie vanRavenswaay, Director of Recreation, Culture & Wellness • Sally Jaeger, Special Events & Festivals Programmer • Rachel Ahle, Administrative Assistant RCW • Jodi Hendriks, Culture & Community Enhancement Programmer 	<p>In Attendance:</p> <p>Jodi Hendriks Rachel Ahle John Wink Bill Gibson Candy Ashbee Michelle Stewart</p> <p>Regrets:</p> <p>Matthew Leask Sofia Labricciosa Sally Jaeger Vickie vanRavenswaay Gary Accursi</p>	
<p>1. Additions to the Agenda</p>	<p>None</p>	
<p>2. Adoption of Agenda</p>	<p>Agenda adopted as circulated: Moved by: Candy Ashbee Seconded: Bill Gibson</p>	

		CARRIED	
3.	Approval of Minutes – February 27, 2017	Minutes of Feb 27, 2017 approved as circulated: Moved by: Bill Gibson Seconded: Michelle Stewart	Rachel to send to Clerk
4.	Sponsorship Update - Michelle	Sponsors responses were reviewed	Michelle to continue with sponsorship call outs
5.	Sunday Breakfast - Matt	Deferred	
6.	Car Show – Bill Gibson	PATC is requesting their budget for Active Zone and an increase in senior-based activities PATC needs volunteers (4) for Active Zone: 2x 10-2 2x 2-6 MTO Award for Community Excellence: Letter of support from Summerfest Notice for advanced registration to be sent out via email in April	Bill to go back to the PATC asking for seniors activities suggestions and consult with potential partners for seniors activities Rachel to create volunteer role descriptions Sally to draft letter of support by next week and send to Bea Bill to work on car show trophies and flyers Sally to update website/registration fee Vickie to consult with plaza RE: Back parking lot
7.	Media, Promotion & Website * Summerfest App	App designer’s offer of service was reviewed Coupon incentives combined with shuttle incentives	Sally and Candy to discuss Social Media and App plans
8.	Youth Sub-committee - Rachel	Meeting set for Tuesday March 28 th	

<p>9. Vendor Application Approvals – Jodi</p>	<p>Pelham Vendor Applications were reviewed: 21 applied Motion to approve selected Vendors: Moved by: Michelle Stewart Seconded: Candy Ashbee CARRIED</p>	<p>Jodi to begin sending out offers of acceptance to Pelham Businesses</p>
<p>10. Shuttle Incentives</p>	<p>Shuttle Incentives for Summerfest were discussed QRS Code on the bus to get an electronic coupon on the phone More discussion needed</p>	<p>Staff to hold off on reaching out to Pelham businesses</p>
<p>11. Surveys – Jodi</p>	<p>Consideration to redo Attendee Surveys for Summerfest 2017 to better showcase the benefits of festivals -Any information to report back to Sponsors/Council?</p>	<p>Jodi to begin a Survey project and report back with a draft for Committee’s approval</p>
<p>12. Special Events Trailer Wrap</p>	<p>Deferred</p>	<p>Staff to inquire where the Trailer will be parked when NOT in use</p>
<p>13. Pelham Business Workshop</p>	<p>Nothing to report</p>	<p>Staff to continue to look into hiring an outside Marketing Promo specialist</p>
<p>14. Other Business:</p>	<p>Craft vs. Regular Beer Survey on Summerfest Social Media</p>	<p>Candy to begin surveying on social media</p>
<p>15. Next Meeting:</p>	<p>Wednesday, April 5th Beer Sales</p>	
<p>16. Adjournment</p>	<p>Adjourned at 6:50pm</p>	