

**Pelham Summerfest 2016 Committee Meeting  
March 23, 2016 – Miclette Committee Room, 4:30 pm**

Agenda Item	Discussion/Notes	Action and Responsibility
<ul style="list-style-type: none"> <li>• Welcome – John Wink, Pelham Business Association</li> <li>• Councillor Gary Accursi</li> <li>• Vickie vanRavenswaay, Director of Recreation, Culture &amp; Wellness</li> <li>• Sally Jaeger, Special Events &amp; Festivals Programmer</li> <li>• Shayla Metherall, Administrative Assistant. Recreation, Culture Wellness</li> <li>• Bill Gibson, PATC</li> <li>• Sofia Labricciosa, MYAC</li> <li>• Ana McKnight, Marketing &amp; Communications Officer</li> <li>• Candy Ashbee, PBA</li> <li>• Matthew Leask, Pelham Resident</li> </ul>	<p>In attendance:</p> <ul style="list-style-type: none"> <li>• John Wink</li> <li>• Gary Accursi</li> <li>• Vickie van Ravenswaay</li> <li>• Shayla Metherall</li> <li>• Bill Gibson</li> <li>• Sofia Labricciosa</li> <li>• Ana McKnight</li> <li>• Candy Ashbee</li> <li>• Matthew Leask</li> </ul> <p>Regrets:</p> <ul style="list-style-type: none"> <li>• Sally Jaeger</li> </ul>	
<p>1. Additions to the Agenda:</p>		
<p>2. Adoption of Agenda</p>	<p>Agenda adopted as circulated                  Moved by: Sofia Labricciosa                  Seconded: Candy Ashbee                  CARRIED</p>	
<p>3. Approval of Minutes – March 9, 2016</p>	<p>Minutes of Mar 10, 2016                  Moved by: Bill Gibson                  Seconded: Sofia Labricciosa                  CARRIED</p>	<p>Shayla to send approved minutes to Clerk</p>
<p>4. New Committee Members</p>	<p>Welcome new Summerfest committee members: Candy Ashbee and Matthew Leask</p>	

<p>5. Marketing &amp; Promotion – Ana, Candy</p>	<p>Cogeco Interview for “What’s New” has been set for May 24. Councillor Gary Accursi and John Wink will be interviewed.</p> <p>Erie Media has been confirmed June 17- July 17.</p> <p>Billboard Advertisement on Hwy 20 has been approved. Will have a double billboard.</p> <p>Discussed Facebook &amp; Twitter advertising.</p> <p>Discussed advertising for the Movie Night.</p>	<p>Candy to research options and costs and report back to the committee.</p>
<p>6. MYAC Update</p>	<p>Winners of the teen videos (submitted to E.L Crossley) in the theme of “Summerfest”, played prior to the movie.</p> <p>Winner from the July 1<sup>st</sup> Ampfest to play before the Friday night movie.</p>	
<p>7. Additional Accessible Parking</p>	<p>Motion to approve additional accessible parking in the Town Hall’s north side parking lot for Friday to Sunday:                  Motion: Bill Gibson                  Seconded: Matthew Leask                  Moved.</p>	
<p>8. Agreement with Service Clubs</p>	<p>Town staff will be looking after tickets and monies during the entire weekend for auditing purposes.</p> <p>Services club members, who must be Smart Serve Certified, will be offered the</p>	<p>Sally to get confirmation from Scotiabank for their participation on Thursday night for bar service.</p> <p>Vickie to plan meeting, for the week of April 18, with service clubs with Sally and</p>

	<p>opportunity to volunteer for bar service during the weekend.</p> <p>The committee will run bar service on Sunday to test the first year popularity before offering to service club group.</p>	<p>John to discuss volunteering in the bar on Saturday.</p>
<p>9. Other Business:</p> <ul style="list-style-type: none"> <li>• Thursday Night Licenced Area.</li> <li>• Friday night movie night</li> <li>• Road Closures</li> <li>• Pelham Printing Access</li> <li>• Entertainment lineup</li> </ul>	<p>Proposed extension of the licenced area on Thursday will be going to Council on April 4<sup>th</sup> for the Committee of Whole meeting.</p> <p>Friday night noise bylaw for the movie will be extended to midnight to accommodate the length of the movie.</p> <p>Committee reviewed road closures for the event.</p> <p>10x10 tent at east end of Pelham street (by Church Hill St.) to feature "Cabinet of Curiosity"</p>	<p>Vickie to contact the plaza to request the use of their parking lot as an overflow area.</p> <p>Gary to contact Michael and Janet Lewis to ensure that we have access to their parking lot for band entrance.</p>
<p>10. Next Meeting:</p>	<p>Next meeting: April 13, 2016</p>	
<p>11. Adjournment</p>	<p>Motion to adjourn:                  Moved by: Bill Gibson                  Seconded by: Candy Ashbee</p>	