

Pelham Summerfest 2014 Committee Meeting

March 25, 2014 – Council Chambers, 4:00 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>Sally Jaeger John Wink Todd Barber Bea Clark Kathleen Goodman</p> <p>Regrets:</p> <p>Vickie vanRavenswaay Gary Accursi</p>	
<p>1. Additions to the Agenda</p>	<p>Reefer truck Sponsors Art Show</p>	
<p>2. Adoption of Agenda</p>	<p>Agenda adopted as amended Moved by: Kathleen Seconded by: Todd CARRIED</p>	
<p>3. Approval of Minutes</p>	<p>Minutes of Mar 18/14 approved as circulated Moved by: John Seconded by: Kathleen CARRIED</p>	
<p>4. Website Review</p>	<p>Committee reviewed the current website & discussed improvements to layout & navigation</p>	<p>Bea to contact Melissa to discuss what is possible & costs</p>
<p>5. Other Business:</p>	<p>John has had confirmation that the reefer truck will be provided for all 4 days</p>	

	<p>Sponsors: Art Festival \$1,000 for art related activities – discuss at Apr 1 meeting</p> <p>Art Show – Meeting is to take place on Friday, Mar 28 between Pat Haftar, Gary & Vickie</p> <p>Rack Card Text – Revisions were discussed and agreed upon – Todd presented new idea for layout</p> <p>Cathy Berkout’s request to split her sponsorship 50/50 between her two business was discussed – Committee felt it would then be 2 Bronze Level Sponsorships rather than 1 Silver</p> <p>Cathy Berkhout would like to attend meeting to discuss social media campaign – Committee suggested she be put on the agenda for April 8</p> <p>Sally provided Natalie’s quote from Sun Media re advertising in the Summer Activity Guide – Committee decided not to follow up until they have a better idea of website changes</p>	<p>Todd to contact Natalie about redesign and text changes</p> <p>Sally to communicate to Cathy</p> <p>Sally to communicate to Cathy</p> <p>Sally to communicate to Natalie</p>
<p>6. Next Meeting:</p>	<p>Tuesday, April 1, 2014 at 4:30 pm</p> <p>Art Show</p> <p>Website</p> <p>Critical Path</p>	
<p>7. Adjournment</p>	<p>Meeting adjourned at 5:45 pm</p>	