

Pelham Summerfest 2012 Committee Meeting

2012

March 28th 2012 Council Chambers 5:15pm Meeting minutes

Agenda Item	Decisions Reached	Action and Responsibility
<p>1. Welcome – Councillor Gary Accursi, Committee Chair</p> <ul style="list-style-type: none"> • Bea Clark, Chair, Pelham Active Transportation Committee • John Wink, Past Chair, Pelham Business Association • Todd Barber, Chair, Downtown Beautification Committee • Vickie vanRavenswaay, Manager of Community Services • Katie Thorpe, Community Services Coordinator <p>Absent</p> <ul style="list-style-type: none"> • Kathleen Goodman, Director with Welland/Pelham Chamber of Commerce 		
<p>2. Additions to the Agenda</p>		
<p>3. Approval of minutes of February 29th 2012 meeting. Approval of minutes of March 21, 2012 meeting.</p>	<p>THAT the minutes of February 29th and March 21st be approved as amended. Moved by Bea Clark, seconded by John Wink CARRIED</p>	
<p>4. Niagara Nights of Art</p> <p>Candice Turner Smith, Chelsea Dominguez-Smith Niagara Region</p> <ul style="list-style-type: none"> • Discussion of event plans, date. 	<p>SF Committee members and Niagara Nights of Art Coordinators agreed event did not meet specifications for the Friday evening of</p>	<p>Vickie to schedule time to meet with Candice and Chelsea.</p>

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<ul style="list-style-type: none"> • budget consultation. • Marketing partnerships, capacity building and accessibility. • support for artists, artist selection, potential fee structure and selection committees • Questions. 	<p>Summerfest. Need a new date. Niagara Nights of Art Coordinators need event date, project lead and what we plan to do by April 13. Event needs to include all local Pelham Artists. Event Budget \$4,000 to Artists, \$3,000 to Coordinator. \$1,200 printing.</p>	
<p>6:30pm</p> <p>5. Presentation and discussion of potential Promotional Plan for Summerfest 2012 Carolyn Mullin- CJM Communications Cathy Berkhout-Bosse- Tiger Eye Solutions</p>	<p>Cathy presented promotional plan for Summerfest 2012. Motion to accept promotional plan by Todd Barber Seconded by John Wink CARRIED. Committee addressed the first 3 tasks that needed to be addressed right away. Save the date promotion, Media pricing/costs, Sponsorship package.</p>	<p>Vickie to inform Cathy and Carolyn that their proposal has been accepted by committee. Vickie to explain and give Cathy a copy of The Town of Pelham's procurement policy.</p>
<p>6. Subcommittees: Updates</p> <ul style="list-style-type: none"> - Food & Beverage - - Non Food Vendor - 	<p>Committee to invite Darren from AGCO to join the next meeting as</p>	<p>Vickie to contact Leigh and Darren and ask to attend next meeting.</p>

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<ul style="list-style-type: none">- Promotional -- Sponsorship- Kathleen- Logistics –Vickie- Entertainment –Gary- Active Zone - Bea- Kids Zone –John- Beer Corral- Todd	<p>well as Leigh from Zest to discuss Festival Licensing.</p> <p>Committee agreed to contact White Meadow and offer them the opportunity to provide the Sunday pancake Brunch from 10-2pm.</p> <p>Committee discussed In Kind Sponsorship and if it needed to be matched with cash this year.</p> <p>Ideas for more entertainment including steel drum band.</p> <p>Bea Clark explained she would have more to report on the Active Zone next week. She requested that committee goes over budget at next meeting.</p> <p>John explained to committee the change in Inflatable providers to Niagara Inflatables.</p> <p>Total costs of inflatables \$3,000 including supervision 10-5pm.</p> <p>Motion to book</p>	<p>Gary to give Leigh terms of reference for Food and Beverage committee.</p> <p>Katie to provide the committee with list of the in-kind sponsorship from last year at next meeting.</p>
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	inflatables Bea Clark Seconded by Gary Accursi CARRIED.	
7. Other Business: <ul style="list-style-type: none">• Summerfest post card.• Dirk and Dianne's proposal	Committee agreed on creating a Summerfest business card with Dates Website logo on front and "Art in the Park" information on the back including hours and location to provide to Pat Haftar for Artisan's to hand out at upcoming shows.	Gary to call Dirk and Dianne. Inform them that we are not interested in the tours they presented however they are welcome to bring tourists from their tours to Summerfest.
8. Next Meeting: <ul style="list-style-type: none">• Wednesday April 4th, 4:30pm Council Chambers	Motion to adjourn moved by Bea Clark Seconded by John Wink. CARRIED.	
9. Adjournment		