

Pelham Summerfest 2014 Committee Meeting

March 4, 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 Natalie Stickles (left at 5:40 pm)</p> <p>Regrets: Bea Clark Kathleen Goodman</p>	
<p>1. Additions to the Agenda</p>	<p>None</p>	
<p>2. Adoption of Agenda</p>	<p>Agenda adopted as circulated Moved by: Todd Seconded by: John CARRIED</p>	

<p>3. Approval of Minutes</p>	<p>Minutes of Mar 4/14 approved as circulated Moved by: John Seconded by: Todd CARRIED</p>	
<p>4. Media/Promotion – Natalie</p>	<p>Natalie provided sample of Biz Magazine & magnets plus costs for magnets Natalie presented a proposed marketing budget * Magnets approved 2500 @ \$1400 * Eliminate Save the Date card & get rack cards out sooner * Add video & delete radio ad * Investigate Facebook ads * cut back on newspaper inclusions * advertise in Town Hall lobby</p>	<p>Natalie to review and provide finalized budget for next meeting Sally/Vickie to look into</p>
<p>5. Consideration of Beer Provider</p>	<p>Discussion took place regarding the two presentations from Labatt & Molson. Committee need to clarify services etc. provided by Labatt before final decision can be made</p>	<p>John will contact Labatt rep & report back next meeting</p>
<p>6. Sound System</p>	<p>Gary presented his findings/discussions with various sound providers. Committee approved Riothill Studios</p>	<p>Gary to firm up with Riothill</p>
<p>7. Other Business:</p>	<p>* Gary looking for ideas for promoting Sunday breakfast – World Record for</p>	

	<p>pancake stack??</p> <ul style="list-style-type: none"> * Pan Am games in 2015 at same time as Summerfest – event(s) in Welland – opportunity to get involved/promote our event *Discussion on Peace Park improvements & potential impact on Summerfest * March 19 – rescheduled date for Todd’s award – Gary has 3 tickets available for Committee members * Vickie gave a summary of meetings she had recently with Fenwick Lions & with plaza tenants regarding parking on Thursday nights 	<p>Vickie to follow up</p>
<p>8. Next Meeting:</p>	<p>Tuesday, Mar 11/14 @ 4:30 pm</p>	
<p>9. Adjournment</p>	<p>Meeting adjourned at 6:30 pm</p>	