

Pelham Summerfest 2018 Committee Meeting
Wednesday, March 7, 2018 – Milette Room, 5:30 pm

Agenda Item	Discussion/Notes	Action and Responsibility
<ul style="list-style-type: none"> • Welcome – John Wink, PBA • Councillor Gary Accursi • Bill Gibson, PATC • Candy Ashbee, PBA • Matthew Leask, Welland/Pelham Chamber of Commerce • Bill Sheldon, Resident • Sofia Labricciosa, MYAC • Vickie vanRavenswaay, Director of Recreation, Culture & Wellness • Sally Jaeger, Special Events & Festivals Programmer • Jodi Hendriks, Culture & Community Enhancement Programmer • Alison Brown, RCW Admin Assistant • Tyson Cowell, Niagara College Co-op Student 	<p>In Attendance:</p> <p>John Wink Candy Ashbee Tyson Cowell Sally Jaeger Jodi Hendriks Gary Accursi Sofia Labricciosa Alison Brown</p> <p>Regrets:</p> <p>Vickie vanRavenswaay Bill Gibson Matthew Leask Bill Sheldon</p> <p>The Chair noted that we did not have quorum.</p>	
1. Additions to the Agenda		
2. Adoption of Agenda	<p>Motion to adopt Agenda as amended</p> <p>Moved by:</p> <p>Seconded by:</p>	
3. Approval of Minutes – February 7, 2018	<p>Motion to approve minutes of Feb 7, 2018 as circulated</p> <p>Moved by:</p>	

	Seconded by:	
4. Further information from from Inventa Brand Experience agency on behalf of Health Canada	Discussion around having this open on Friday and Saturday evening only.	Sally to follow up
5. Media, Promotion & Website *Media Quotes	Niagara this week ads confirmed Candy discussed paid Facebook and Instagram ads, targeted toward specific populations of people Redirecting funds Discussion around possibility of direct mail Country 89/Giant FM – tightened budget slightly, sponsoring country night and providing emcee Candy discussed experience from FEO social media seminar, how to engage sponsors better on SM	Sally to ask Marc for more details around the Direct Mail Sally to rework advertising budget Eliminate the wrap Need to create Rack cards
6. Vendor Approvals	Pelham businesses who applied before the early bird deadline to be approved Water wagon not being available, look at alternatives? Main cut of date for rest of vendors is March 31	Jodi to look into an alternative for the water wagon
7. Sponsorship Outreach Update	Tyson sent out initial outreach to previous sponsors From past sponsors commitments from \$16,000, about half way to last years' total Riot Hill to be recognized as a gold in-kind sponsor, Sally met with Casino Niagara, think we may have a gold sponsor Candy to ask sponsors if they have any swag to give out	Sally to let Candy know when businesses come on as a sponsor & what their naming opportunity is Sally to update sponsor list
8. Breakfast Update	Next meeting	
9. Entertainment Update	Gary booked 99.9% of entertainment Main Stage booked	Need pictures for Candy Gary to forward list of

	Country Night booked Kids Zone Booked – working out a few additional details Working on a few additional buskers	entertainers to Sally
10. Beer & Wine Provider RFQ's	Beer & wine RFP were reviewed - 12 ounce vs. 16 ounce pour	Sally to put together list of those who have inquired (beer) Sally to send out RFP
11. Other Business:	MYAC Update Youth Forum last Thursday Teen Zone – Robust wifi needed, listen to music, teen chill zone Decrease amount of scheduled programming ex. Skateboarding competition Congratulations to Summerfest for winning Top 100 festival at FEO Quote regarding LED wall Niagara AV – Niagara Falls Two different options Screen behind band with sponsor rolls Screen with camera operators	Sofia to attend next MYAC meeting and further investigate results from Forum regarding Summerfest Sally to connect back with Niagara AV to get price for 2 days instead of 3
12. Next Meeting:	Tuesday, March 20 th Make meetings bi-weekly going forward	
13. Adjournment		