

**Pelham Summerfest 2016 Committee Meeting  
March 9, 2016 – Council Chambers, 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> </ul>	<p>In attendance:</p> <ul style="list-style-type: none"> <li>• John Wink</li> <li>• Sally Jaeger</li> <li>• Shayla Metherall</li> <li>• Jodi Hendriks</li> <li>• Bill Gibson</li> <li>• Sofia Labricciosa</li> <li>• Ana McKnight</li> </ul> <p>Regrets:</p> <ul style="list-style-type: none"> <li>• Gary Accursi</li> <li>• Vickie van Ravenswaay</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: Bill Gibson                      CARRIED</p>	
<p>3. Approval of Minutes – Feb 24, 2016</p>	<p>Minutes of Feb 24, 2016                      Moved by: Bill Gibson                      Seconded: Sofia Labricciosa</p>	<p>Shayla to send approved minutes to Clerk</p>

	CARRIED	
4. Marketing & Promotion – Ana	<p>Reviewed marketing in Voice of Pelham. Will advertise with Lamar Signs- 2 billboards available leaving Pelham. Will advertise with Erie Media online for extra exposure of event. Cogeco taping promo to show in June. Cogeco will attend a Thursday Night Experience night to promote Summerfest at no cost; and will be present at Summerfest for recording. 2 photographer volunteers lined up thus far. Committee is awaiting on other volunteers Committee discussed holding a press conference</p> <p>Motioned to approve marketing budget of approximate \$10,000, as per discussed: Moved by: Bill Gibson. Seconded by: Sofia Labricciosa CARRIED</p>	<p>Ana to get example of website takeover on Sun Media websites. Sally to follow up with Candy re Facebook purchased advertising. Ana to follow up with Lamar about having full billboard signs- will book this week. Ana to submit event advertisement to Heart of Niagara. Ana to follow up with Erie Media Ana to follow up with Cogeco to see if taping could be end of May and showing could be last 2 weeks in June.</p>
5. New Committee Members	<p>PBA is putting forward 2 new applicants - awaiting confirmation Committee anticipating more applications in near future.</p>	
6. MYAC Update	<p>MYAC decided on Star Wars the Force Awakens for outdoor movie night.</p>	
7. Car Show	<p>Committee discussed car show gift bags</p>	<p>Ana to look into trophy artwork</p>

8. Agreement with Service Clubs	Tabled for next meeting	
9. Other Business:	Photo booth recommendation Misting Machine	
10. Next Meeting:	Agreement with Service Clubs Seniors proposed additional accessible parking Next meeting: March 23, 2016	
11. Adjournment	Motion to adjourn Moved by: Sofia Labricciosa Seconded by: Bill Gibson	