

## SUMMERFEST COMMITTEE MINUTES

MEETING DATE: Tuesday, May 15<sup>th</sup>, 2018 – 5:30 PM  
Town of Pelham, Council Chambers, Fonthill

**Present:**

John Wink (Committee Chair)  
Bill Gibson (PATC)  
Bill Sheldon (Resident)  
Matthew Leask (Welland/Pelham Chamber of Commerce)  
Sally Jaeger (Special Events & Festivals Programmer)  
Alison Brown (RCW Administrative Assistant)  
Jodi Hendriks (Culture & Community Enhancement Programmer)  
Vickie vanRavenswaay (Director of Recreation, Culture & Wellness)  
Candy Ashbee (PBA)  
Rachel Dent (RCW Intern)

**Absent with Regrets:**

Councillor Gary Accursi  
Sofia Labricciosa (MYAC)

### 1 DECLARATION OF QUORUM AND CALL TO ORDER

The Chair, John Wink, declared quorum and welcomed everyone

### ADOPTION OF AGENDA

Moved by: Candy Ashbee  
Seconded by: Bill Sheldon

THAT the agenda for the May 15<sup>th</sup>, 2018 Summerfest Committee Meeting be approved as amended.

CARRIED

### 2 DISCLOSURE OF PECUNIARY INTEREST & GENERAL NATURE THEREOF

There were no disclosures of pecuniary interests from any of the members of the committee

### 3 APPROVAL OF MINUTES OF PREVIOUS MEETING

Moved by: Bill Gibson  
Seconded by: Bill Sheldon



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THAT the Minutes of the May 1<sup>st</sup>, 2018 Summerfest Committee meeting be approved, as presented.

CARRIED

**4 ROAD CLOSURES & FENCING REVIEW (Ryan Cook/Bob Goodfield/Dave Nicholls)**

Road closures and fencing will be done as it was last year. Fencing supplier will install fence on Pelham Street from Hwy 20 to Church Hill. Staff to install the remainder.

A discussion took place around the use of water filled barricades instead of trucks at entrances. The cost would be \$660 a piece and the event would require 6 of them. Concerns regarding emergency vehicle access and vendor load in and out were expressed. Parking trucks at the entrances would be easier and allows for anyone to move them in case of emergency. Consensus was that they are only required at southern entrance on Pelham Street. Ryan will follow up.

Rachel (RCW Intern) to distribute letters to local businesses regarding road closures. Letters will also be mailed to property owners.

**5 SECURITY, PARKING & SHUTTLE REVIEW (Bob Lymburner/Craig Genesee/Greg Young)**

Greg to take care of non smoking signs from the Region. Discussion took place around having the signs for bag checks further away from entrance, in order to avoid attendees not being able to see them due to the large crowd. Signage will need to be updated to read that outside liquids are allowed but may be subject to inspection. Security guards will ask anyone bringing in liquids to confirm that it is not alcohol.

Parking and shuttles will remain the same as last year, ensuring 1 extra shuttle on Saturday evening at the end of the night.

The number of security guards required is still to be determined as there is the possibility of eliminating 1 entrance. Discussion around the increase of guard costs. 2 guards will be required for the teen zone on Saturday evening. Sally will liaise with By-law to confirm number of guards required as soon as possible.

**5.1 Portable Tower Lighting - \$240/day plus delivery and pick up fee. May be required for Friday & Saturday evening. Sally to follow up on power requirements**

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### 6 MEDIA, MARKETING & PROMO

- 6.1 Review of marketing materials created by Marc. Sally to check with Lamar on what their thoughts are on the graphic for the billboard, readability etc. Potentially look at a different picture.
- 6.2 Summerfest App – Sally reached out to Nik. He is on board for app support once again.
- 6.3 Website is updated continually. Candy to set up Summerfest as an event on Facebook.

### 7 SPONSOR UPDATE

- 7.1 Gary attended PBA meeting. Several businesses asked about joining together to reach Gold Level. Committee not in favour, in order to be fair to other sponsors.
- 7.2 Candy to contact Gold sponsors. They will be asked to describe their business in 100 words and include their social media pages and a photo representing their business.
- 7.3 Casino Niagara and LaFarge confirmed at Gold level.

### 8 ACCOMODATIONS UPDATE

In the past Summerfest has advertised options for accommodations for out of town guests on the event website. Sally to offer Bronze sponsorship to local accommodations for inclusion on website.

### 9 BEER KOOZIE PROOF

The committee reviewed and approved the proposed creative with the sponsors logo added.

### 10 FURNITURE REQUIREMENTS

Furniture requirements were discussed and shall remain the same as last year. Sally to confirm order next week.

### 11 OTHER BUSINESS:

- 11.1 Discussion around quantities for Labatt order of Cider and Radler.
- 11.2 Potential new committee member applicant. Alison to follow up.
- 11.3 Bill Sheldon & Bill Gibson are meeting with Frank Serravalle regarding car show.
- 11.4 Need to determine how to best utilize Casino gift certificate.
- 11.5 Sally to follow up with River Lions re tickets for app contest.

### 12 NEXT MEETING

Tuesday, May 29, 2018 – 5:30 pm in Council Chambers.

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### **13 ADJOURNMENT**

Moved by: Matthew Leask  
Seconded by: Bill Sheldon

The meeting of the Summerfest Committee, May 15<sup>th</sup>, 2018 was adjourned at 7:15pm.

CARRIED