

# Pelham Summerfest 2012 Committee Meeting MINUTES

2012

May 16 2012 Council Chambers 4:00pm

Agenda Item	Decisions Reached	Action and Responsibility
<ul style="list-style-type: none"> <li>• Welcome – Councillor Gary Accursi, Committee Chair                             <ul style="list-style-type: none"> <li>○ Bea Clark, Chair, Pelham Active Transportation Committee</li> <li>○ Todd Barber, Chair, Downtown Beautification Committee</li> <li>○ Vickie vanRavenswaay, Manager of Community Services</li> </ul> </li> <li>Regrets                             <ul style="list-style-type: none"> <li>○ Kathleen Goodman, Director with Welland/Pelham Chamber of Commerce</li> <li>○ John Wink, Past Chair, Pelham Business Association</li> </ul> </li> <li>•</li> </ul>		
<p>1. Additions to the Agenda:</p> <p>Niagara Nights of Art – Jr. Contest Communities In Bloom Garden Tour</p>	<p>The Agenda was adopted as amended Moved by Bea Clark Seconded by Todd Barber CARRIED</p>	
<p>2. Approval of minutes: May 9th, 2012</p>	<p>The minutes were adopted as circulated Todd Barber, Seconded by Bea Clark CARRIED</p>	

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<p>4. Summerfest 2012 Promotional Plan Carolyn Mullin attended the meeting.</p>	<p>Carolyn presented the Media Report to the Committee (see attached) Paid Advertising Negotiations will be discussed next week when Cathy is in attendance.</p> <p>The committee decided the next distribution size will be the standard Rack Card Size Todd Barber, Seconded by Bea Clark CARRIED</p>	<p>Carolyn &amp; Cathy will attend next meeting with an update on budget details and a one page summary. They will also speak to the local newspapers to establish a weekly article.</p>
<p>5. Subcommittees: Updates</p> <ul style="list-style-type: none"><li>• Food &amp; Beverage</li></ul>	<p>Vickie is in the process of applying for the SOP license. And is working with the restaurant establishments for outdoor patios.</p> <p>The Committee discussed information that should be included in the submission of the request for outdoor patio within the street festival area</p> <ul style="list-style-type: none"><li>- Fencing, signage, lighting, roof or cover for shade, heights, colours,</li><li>- Plan view, elevation view</li><li>- Maximize the seating</li></ul>	<p>Vickie will forward Outdoor Patio Application information sheet along with the a copy of their facility from the Pelham Street baseline mapping. This will make it easier to plot on the proposed outdoor patio.</p> <p>Once the patio request is received the Committee will review prior to entering into agreement with the establishment.</p>





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<ul style="list-style-type: none"><li>• Kids Zone – John</li> <li>• Beer Pavillion – Todd</li></ul>	<p>Free Registration</p> <p>John was not in attendance the kids Zone Photo Booth will be discuss next week.</p> <p>Todd reported on the status of the Beer Pavillion construction. He will report back with a budget over the next couple of weeks.</p>	
<p>7. Volunteers Required:</p>	<p>Committee members are asked to fill out Volunteer description form and bring to next meeting.</p>	
<p>8. Communities In Bloom</p>	<p>The Committee discussed the Garden tour being held on Saturday. The Committee suggested it may be beneficial if the Garden Tour was on the Sunday - tickets could be sold at Summerfest on the Saturday and a Sunday morning brunch item could be included with the ticket price, this would be a perfect start to the tour.</p>	<p>Vickie will notify Katie of the this suggestion.</p>

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8. Budget overview - Vickie	The budget will be discussed at the next meeting, when further information is received from Cathy Berkhout Bosse.	
9. Next Meeting: <ul style="list-style-type: none"><li>• <b>Thursday May 2r, 4:00 p.m.</b> <b>North Wing Room</b></li></ul>		
10. Adjournment:		