

**Pelham Summerfest 2017 Committee Meeting
May 17, 2017 – Council Chambers 5:30 pm**

Agenda Item	Discussion/Notes	Action and Responsibility
<ul style="list-style-type: none"> • Welcome – John Wink, Pelham Business Association • Councillor Gary Accursi • Bill Gibson, PATC • Candy Ashbee, PBA • Michelle Stewart, Pelham Resident • Matthew Leask, Welland/Pelham Chamber of Commerce • MacKenna Belding, MYAC • Vickie vanRavenswaay, Director of Recreation, Culture & Wellness • Sally Jaeger, Special Events & Festivals Programmer • Rachel Ahle, RCW Administrative Assistant • Ryan Cook, Public Works • Bob Goodfield, Public Works • Kim Holland, Public Works • Jesse Bedard, Public Works 	<p>In Attendance:</p> <p>John Wink Gary Accursi Bill Gibson Candy Ashbee Michelle Stewart Sally Jaeger Rachel Ahle Ryan Cook Bob Goodfield Jesse Bedard</p> <p>Regrets:</p> <p>Matthew Leask Kim Holland Vickie vanRavenswaay MacKenna Belding</p>	
<p>1. Additions to the Agenda</p>	<p>Car Show</p>	
<p>2. Adoption of Agenda</p>	<p>Motion to adopt the agenda as amended Moved by: Bill Gibson Seconded by: Michelle Stewart CARRIED</p>	
<p>3. Approval of Minutes – May 9, 2017</p>	<p>Motion to accept the Minutes of May 9 as</p>	<p>Rachel to send to Clerk</p>

	<p>circulated Moved by: Michelle Stewart Seconded by: Candy Ashbee CARRIED</p>	
<p>4. Road Closures & Fencing</p>	<p>Public Works were given an update on road closures and fencing requirements for Friday and Saturday Consideration to restrict Festival Licencing area to reduce fencing needs</p> <p>Single file entrances were discussed Additional table requirements (2 tables at each) Peace Park fencing – Same as past years</p> <p>Garbage issues were discussed: Need a location within festival fencing – Suggestion that bin form part of barricade along south side of 1440 Pelham St</p>	<p>Ryan to determine number of 8 foot panels required</p> <p>Gary to discuss with property owner</p>
<p>5. Beer Providers * Craft Beer Provider comparisons * Mainstream beer providers</p>	<p>Product from the three potential craft beer providers were sampled in a blind taste test. Preferred product was selected.</p> <p>Based on the taste test and price, Committee agreed to accept Oast as craft beer provider as per the informal quotation request, pending confirmation regarding unused product</p> <p>Motion to accept Labatt’s as mainstream beer provider</p>	<p>Sally to follow up with Oast</p>

	Moved by: Michelle Stewart Seconded by: Bill Gibson CARRIED	
6. Media, Promotion & Website	Media is carrying on as usual, nothing to report Update on the App: Potential to send out a push notification through Summerfest App to survey those who have downloaded Website is up to date Juice 101.1 and 2day 105.1 inquired to meet Banner ads coming up: Changing up sponsors and images Pelham Transit Agreement was reviewed	Candy to push entertainers and vendors to promote Summerfest Sally to set meeting and discuss. Will report back next week Sally to meet with Marc to finalize Take Agreement back to Vickie
7. Pelham Seniors Advisory Committee	Seniors Advisory Committee requested information on how they can participate and get involved	Committee to develop the role of Summerfest Ambassador: Surveying, Counting, Distributing Information (including APP) Sally to get back to Judy
8. Sponsorship Update	Michelle provided an update on Sponsorships	Gary and Michelle to continue reaching out
9. Business Workshop Pre-consultation	Because of issues brought up at the September meeting, the Committee had made a commitment to provide marketing advice to the downtown Pelham businesses on how to promote during the Summerfest	

	<p>weekend. As a preamble to establishing the specific needs, we advised the downtown businesses through email and a hand-delivered notice of a pre-planning session, to which there was no response, on Monday, May 15. As a result of the lack of interest from the downtown and surrounding businesses, the motion is put forward that we will not hold a Professional Marketing Workshop.</p> <p>Moved by: Bill Gibson Seconded by: Michelle Stewart CARRIED</p>	
10. Volunteer Roles	<p>Summerfest Ambassadors Teen Zone Supervisors</p>	<p>Rachel to create role descriptions for new roles Rachel to promote volunteer roles through database and EL Crossley</p>
11. Logistics Update * Radio Quote	<p>Radio requirements were determined with the help of By-Law: 15 radios + 15 spare batteries at no additional charge</p> <p>Gate sizes need to be determined</p>	<p>Sally to confirm rental</p>
12. Other Business: *Car Show *Bob the Clown	<p>Car Show Update: Registration advertising has begun, road signs will be displayed more effectively, brochure is ready to go for distribution (as soon as sponsorships are ready), trophies are in the works</p> <p>Bob the Clown request to come out for Summerfest – Committee approved</p>	
13. Next Meeting:	<p>Wednesday, May 24, 2017</p>	

14. Adjournment	Motion to adjourn at 7:30 Moved by: Michelle Stewart Seconded by: Candy Ashbee CARRIED	