

**Pelham Summerfest 2016 Committee Meeting
May 18, 2016 – Council Chambers, 4:30 pm**

Agenda Item	Discussion/Notes	Action and Responsibility
<ul style="list-style-type: none"> • Welcome – John Wink, Pelham Business Association • Councillor Gary Accursi • Vickie vanRavenswaay, Director of Recreation, Culture & Wellness • Sally Jaeger, Special Events & Festivals Programmer • Shayla Metherall, Administrative Assistant. Recreation, Culture Wellness • Bill Gibson, PATC • Sofia Labricciosa, MYAC • Candy Ashbee, PBA • Matthew Leask, Pelham Resident • Michelle Stewart, Pelham Resident 	<p>In Attendance:</p> <p>Candy Ashbee Gary Accursi Bill Gibson John Wink Sally Jaeger Matt Leask Vickie vanRavenswaay Jodi Hendriks</p> <p>Regrets: Michelle Stewart (attended 4:45 – 5:45) Sofia Labricciosa</p>	
<p>1. Additions to the Agenda</p>	<p>Discuss Committee Meeting time</p>	
<p>2. Adoption of Agenda</p>	<p>Agenda adopted as amended: Moved by: Bill Gibson Seconded: Matt Leask CARRIED</p>	
<p>3. Approval of Minutes – May 11, 2016</p>	<p>Minutes of May 11, 2016 approved as circulated: Moved by: Matt Leask Seconded: Candy Ashbee CARRIED</p>	<p>Shayla to forward to Clerk</p>

<p>4. Festival App Demonstration – Nik, Smart Mobile Rewards</p>	<p>Nik – presented proposed Summerfest app – free to FEO members with festivals under 15 days. Includes back end access – have access to upload our own content. Suggested to go live 1 week prior to festival suggestion.</p> <p>Motioned made to move forward with the Summerfest app as proposed by Smart Mobile Rewards Moved by: Candy Ashbee Seconded by: Michelle Stewart CARRIED</p>	<p>Staff & Candy to work together to update content</p>
<p>5. Marketing & Promotion – Candy</p>	<p>Candy updated committee on Summerfest social media. Campaign going strongly, community reach and engagement are up significantly</p>	
<p>6. Volunteer Roles</p>	<p>Distributed draft volunteer schedule</p>	<p>Committee to review and bring additional requirements to next meeting</p>
<p>7. MYAC Update - Sofia</p>	<p>Deferred to next meeting</p>	
<p>8. Vendor Review</p>	<p>Vendors were reviewed</p>	<p>Staff to follow up with Pelham businesses and send out notices</p>
<p>9. Other Business:</p>	<ul style="list-style-type: none"> • Meeting time to stay the same Michelle to attend when she can • Wristbanding in effect all four days • Owner of 2 Pelham Town Square offered to 	

	<p>allow parking on Sunday for PTS residents & businesses</p> <ul style="list-style-type: none"> • Fonthill Plaza merchants re parking for Corvette Club – need response asap • Lewis Family Chiropractic – silver sponsorship (In-kind) for ramp access • Reviewed winery quotations received so far • Consider purchasing our own beer tubs 	<p>Vickie to follow up</p> <p>Gary to follow up with Michael</p> <p>Staff to follow up for next meeting John to meet with Labatt and follow up next meeting Staff to follow up with Ryan re: beer cribs</p>
<p>10. Next Meeting:</p>	<p>Wednesday, May 25, 2016 4:30 pm Council Chambers Items for Agenda: MYAC update Washrooms Wine Update Invite ByLaw/ Fire services Volunteer Schedules New vendors</p>	
<p>11. Adjournment</p>	<p>Motion to adjourn 7:00PM Moved By: Bill Gibson Seconded by: Candy Ashbee</p>	