

Pelham Summerfest 2012 Committee Meeting

2012

May 2nd 2012 Committee Room 4:00pm

Agenda Item	Decisions Reached	Action and Responsibility
<p>1. Welcome – Councillor Gary Accursi, Committee Chair</p> <ul style="list-style-type: none"> • Bea Clark, Chair, Pelham Active Transportation Committee • John Wink, Past Chair, Pelham Business Association • Todd Barber, Chair, Downtown Beautification Committee • Kathleen Goodman, Director with Welland/Pelham Chamber of Commerce • Vickie vanRavenswaay, Manager of Community Services • Nancy Yungblut, Administrative Assistant <p>Regrets</p> <ul style="list-style-type: none"> • Katie Thorpe, Community Services Coordinator 		
<p>2. Additions to the Agenda:</p>		
<p>3. Approval of minutes: April 25th, 2012</p>	<p>THAT the minutes of April 25th be approved as amended; Moved by Kathleen Goodman, Seconded by Todd Barber CARRIED</p>	<p>Note: name change from Beer Corral to Beer Pavillion to be reflected in agendas/minutes</p>
<p>4. Summerfest 2012 Promotional Plan Carolyn Mullin-CJM Communications Cathy Berkhout-Bosse - Tiger Eye Solutions.</p>	<p>Committee determined that an insert card slightly larger than the 4x6 postcard size is most desirable. Carolyn bring back prices and quantities to next</p>	<p>Carolyn & Vickie to meet to discuss Niagara Nights of Art.</p>

Pelham Summerfest 2012 Committee Meeting

2012

May 2nd 2012 Committee Room 4:00pm

	<p>meeting;</p> <p>“Save the date” cards; Moved by Todd, seconded by Bea that the cards be updated, reworded and reordered. Carried.</p>	<p>Carolyn focus on Promotion of the Junior Art Competition – sponsored by Pelham Art Festival; also call out to local artists; specify, music, dance, drama – target arts, theatre, dance – general public.</p> <p>Carolyn; Cogeco Program “Keep in Touch” on June 20 to promote Summerfest; Carolyn will contact the CBC regarding “Keep in Touch Program” to promote Summerfest.</p>
<p>5. Subcommittees: Updates</p> <ul style="list-style-type: none"> • Food & Beverage • Non Food Vendor • Promotional • Sponsorship – Kathleen • Logistics – Vickie • Entertainment – Gary • Active Zone – Bea • Kids Zone – John • Beer Pavillion – Todd 	<p>Food & Beverage and Non Food Vendor applications were reviewed and revised.</p> <p>Sponsorship: Kathleen is contacting sponsors from last year; sponsorships are coming in to office</p>	<p>Nancy to forward revised applications for placement on Summerfest website.</p> <p>Contact Cathy BB regarding Realtor Challenge; Bea contact for Lafarge; Gary</p>

Pelham Summerfest 2012 Committee Meeting

2012

May 2nd 2012 Committee Room 4:00pm

	<p>Logistics: Vickie reported that Brad Smith met with Alex Bover regarding hydro; meeting with NPE next on-site</p> <p>Gary to contact Party Shoppe re: chairs & tables; long wooden tables and black folding chairs for beer pavillion, preferred; investigate best for Peace Park requirements.</p> <p>Entertainment: Gary confirmed that all time slots are taken for the main stage; investigating local entertainment for Friday Night and possibly Sunday morning</p> <p>Active Zone: Bea reported on meeting with Lorraine Snihur Niagara College Wine & Beer Operations Events Manager.</p> <p>Bea reported on meeting with Dave Swan, PATC & Active Zone coordinator; Active zone events to be held on Pelham Street except – Basketball on pavement adjacent to Town Hall, Freewheelers novice</p>	<p>will contact East Fonthill Developers;</p> <p>Vickie to meet with Lorraine regarding paperwork; Lorraine to provide NC logo and description for NC beer and wines for Summerfest website;</p>
--	--	--

Pelham Summerfest 2012 Committee Meeting

2012

May 2nd 2012 Committee Room 4:00pm

	<p>ride – Saturday morning, leave from Harold Black Park ride past Summerfest. Confirmed Active Zone events.</p> <p>Family Fun Walk – Sunday morning from Peace Park; enlist walking club members to assist.</p> <p>Beer Pavillion-Todd reported that construction of archway to size to test has commenced.</p>	
7. Budget overview:	Priority for next meeting.	Vickie to contact Carolyn/Cathy regarding budget amount for promotions; also Beer Pavillion and entertainment amounts.
8. Next Meeting: <ul style="list-style-type: none">• Wednesday, May 9, 4:00 p.m. Council Chambers		
9. Adjournment:	Adjournment at 7:00 p.m.	