

Pelham Summerfest 2012 Committee Meeting MINUTES

2012

THURSDAY May 24, 2012 Council Chambers 4:00pm

Agenda Item	Decisions Reached	Action and Responsibility
<ul style="list-style-type: none"> • Welcome – Councillor Gary Accursi, Committee Chair <ul style="list-style-type: none"> ○ Bea Clark, Chair, Pelham Active Transportation Committee ○ Todd Barber, Chair, Downtown Beautification Committee ○ Vickie vanRavenswaay, Manager of Community Services ○ Kathleen Goodman, Director with Welland/Pelham Chamber of Commerce Regrets <ul style="list-style-type: none"> ○ John Wink, Past Chair, Pelham Business Association • 		
1. Additions to the Agenda:	Moved by Bea Clark Seconded by Todd Barber to adopt the agenda. CARRIED	
2. Approval of minutes: May 16th, 2012	Moved by Todd Barber, Seconded by Kathleen Goodman that the minutes be adopted as circulated. CARRIED	
4. Summerfest 2012 Promotional Plan	Carolyn updated the committee	

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<p>Carolyn Mullin & Cathy Berkhout Bosse</p> <ul style="list-style-type: none">- Detailed budget update- Weekly newspaper articles- Media package- Rack Card status-	<p>on the promotional plan progress. The Voice and Pelham News will both allow a free column.</p> <p>Sponsors for events are now on the front page banner of the Web site. Photos will be taken with major sponsors. Bea will send out a thank you to sponsors as soon as logos are posted.</p> <p>Discussion took place with regard to the rack card.</p> <ul style="list-style-type: none">- SAVE THE DATE post card to begin with.- RACK CARD size distributed throughout the Municipality and given to residents that own businesses outside of Town. <p>The poster and rack card will feature Saturday as the main event with the other three days secondary.</p> <p>Paid media contracts (radio and print) total \$12,800.00 including \$1,000.00 for graphics design. Print program budget \$3,500.00</p>	<p>Bea will send a thank you to sponsors once logos are posted on website.</p> <p>Carolyn will make sure Bea is sent the information.</p> <p>Carolyn will look into E-invite.</p> <p>Bea will work with Carolyn and Cathy on the Poster and Rack Card.</p>
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	<p>Moved by Bea Clark and Seconded by Todd Barber that the promotional program costs be approved. Carried.</p> <p>The Committee discussed possible use of sandwich board signage to recognize event sponsorship.</p> <p>Frames can be used throughout the year for other special events and programs.</p>	<p>Vickie will get prices for sandwich board frames.</p>
<p>5. Subcommittees: Updates</p> <ul style="list-style-type: none">• Food & Beverage <p>Outdoor Patio Applications</p>	<p>Discussions took place with regard to the patio applications. The applications were approved in principal although further discussion will take place with Zest, Café on Main and Mossimo regarding location; size; fencing; aesthetics; etc. Meetings will be set up with the three establishments.</p> <p>The Committee discussed the possibility of having vendors from Food Truck Association set up in the Peace Park area. Someone from the Association</p>	<p>Next meeting Todd will provide a large map and we will plot vendors.</p> <p>Vickie will contact the Food Truck Association.</p>

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<ul style="list-style-type: none"> • Non Food Vendor • Niagara Nights of Art • Sponsorship – Kathleen • • • • Logistics – Vickie <p>Park layout - Todd</p> 	<p>will be invited to attend the May 30th Committee meeting.</p> <p>Vickie circulated the Jr. Nights of Art Contest for discussion.</p> <p>Kathleen updated the committee on the sponsorship list.</p> <p>Fencing was discussed – Vickie will put a hold on both fencing types, and a decision will be made after a review of the budget at the next meeting.</p> <p>Todd presented a layout of the Peace Park for discussion.</p>	<p>Send out invite to all vendors for a meeting on Wednesday June 6th at 4:30 pm to review Summerfest, the costs involved and the program planned. Meeting to be held in Council Chambers. Invite to all vendors and place the information in Municipal Matters in the Voice.</p> <p>Kathleen will continue with the sponsorship list.</p> <p>Vickie will prepare up to date budget for discussion at the May 30th meeting. Vickie will have a update on power supply for May 30 meeting.</p> <p>Vickie will forward to Pat Haftar</p>
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<ul style="list-style-type: none"> • Entertainment – Gary • Active Zone – Bea • Kids Zone – John Photo Booth status • Beer Pavillion – Todd 	<p>Gary updated the Committee on Entertainment booked.</p> <p>Bea updated the Committee on the Active Zone Activities.</p> <p>John was not in attendance for report.</p> <p>Todd updated the committee on possible designs for the Beer Pavillion.</p>	<p>for comment.</p> <p>Gary will forward confirmed entertainment to Carolyn and Cathy for promotion.</p>
<p>7. Volunteers Required: Please hand in Volunteer Job description forms.</p>	<p>Volunteers will be discussed at a future meeting.</p>	
<p>8. Communities In Bloom Garden Tour date?</p>	<p>The Communities In Bloom Garden tour will be held on Sunday July 22. The Committee will sell tickets on Saturday during the street festival.</p>	
<p>8. Budget overview - Vickie</p>	<p>Budget discussion will take place at the next Committee</p>	<p>Vickie will prepare an up to date budget.</p>

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	meeting.	
9. Next Meeting: <ul style="list-style-type: none">• Wednesday May 30 , 4:00 p.m. North Wing Room		
10. Adjournment:		