

**Pelham Summerfest 2015 Committee Meeting
May 5, 2015 – Mickette Meeting Room, 4:00 pm**

Agenda Item	Discussion/Notes	Action and Responsibility
<ul style="list-style-type: none"> • Welcome – John Wink, Pelham Business Association • Councillor Gary Accursi • Kathleen Goodman, Director with Welland/Pelham Chamber of Commerce • Vickie vanRavenswaay, Director of Recreation, Culture & Wellness • Sally Jaeger, Special Events & Festivals Programmer • Jodi Hendriks, Culture & Community Enhancement Programmer • Natalie Stickle, 5 x5 Design Studio • Ryan Moffatt, MYAC 	<p>In Attendance:</p> <p>Gary Accursi – arrived at 4:36 John Wink Kathleen Goodman Sally Jaeger Natalie Stickle Ryan Moffatt Jodi Hendriks</p> <p>Regrets: Vickie vanRavenswaay</p>	
<p>1. Additions to the Agenda</p>	<p>Information regarding beer</p>	
<p>2. Adoption of Agenda</p>	<p>Agenda adopted as amended Moved by: Kathleen Seconded by: Ryan CARRIED</p>	
<p>3. Approval of Minutes</p>	<p>Minutes of Apr 21/15 approved as circulated Moved by: Ryan Seconded by: Kathleen CARRIED</p>	<p>Sally to forward to Clerk</p>

<p>4. Marketing & Communication</p>	<p>Natalie Stickles met with social media crew; presented rack card Approved rack card with additions Natalie presented Billboard Ad Natalie presented Country station quotation Motion to add two banner ads for the voice for the week prior and week after at \$175 each and to spend \$2000 on country 89.1 & giant FM Moved by: Kathleen Seconded by: Ryan CARRIED Country 89.1 – listed as media sponsor Line up of bands needed Staff to ask sponsors for social media information New Sponsorship photo idea – more fun “Behind the scenes” photos on social media Interview with Ryan about youth involvement</p>	<p>Committee to send Natalie Content</p> <p>Gary to send entertainment lineup Kathleen/Staff to follow up with sponsors; social media</p>
<p>5. MYAC Report – AMPfest</p>	<p>MYAC haven’t met officially yet – haven’t had quorum Ryan to send out info through social media No AMPfest for 2015 7-10pm teen entertainment in the bandshell Gary to fill Saturday morning entertainment Martha looking after logistics for movie night</p>	<p>Gary to line up teen acts Staff to investigate food/ water for movie night</p>
<p>6. Emergency Management Plan</p>	<p>To be discussed next meeting Communication suggestion – “command central” assign “zones” Monitor the weather</p>	

<p>7. In Kind Sponsorships * 5 x 5 Design Studio * ExNihlio Website Designs</p>	<p>To be listed the same as last year Country Corner to be listed – silver sponsorship</p>	
<p>8. Hydro installation/provision</p>	<p>To be discussed next meeting</p>	
<p>9. Other Business:</p>	<p>Labatt partnership – they are in Henry of Pelham Wine Rep Meeting Entertainment Lineup Reviewed Staff to work with PMBA Jr. B Panthers– assist with Sunday Kids Zone? Antique fire truck to come on a sunny day Station 3 is in</p>	<p>John to meet with representative John to contact Staff to contact Tim</p>
<p>10. Next Meeting:</p>	<p>Tuesday May 12th, 2015 4:00pm Agenda Items: Sponsor Update Hydro Emergency Management Plan Vendor Update</p>	
<p>11. Adjournment</p>	<p>Adjourned at 5:30pm Moved by: Kathleen Seconded by: Ryan</p>	