

Pelham Summerfest 2013 Committee Meeting

May 8, 2013, 2013 – North Wing Committee Room, 4:30 pm

Agenda Item	Discussion/Notes	Action and Responsibility
<ul style="list-style-type: none"> • Welcome – Councillor Gary Accursi • Bea Clark, Pelham Active Transportation Committee, Chair • Todd Barber, Chair, Downtown Beautification Committee • John Wink, Past Chair, Pelham Business Association • Kathleen Goodman, Director with Welland/Pelham Chamber of Commerce • Vickie vanRavenswaay, Director of Recreation, Culture & Wellness • Sally Jaeger, Admin. Assistant, Recreation, Culture & Wellness 	<p>In attendance:</p> <p>Gary Accursi Todd Barber Sally Jaeger Vickie vanRavenswaay John Wink Bea Clark Natalie Stickles – Partial</p> <p>Regrets: Kathleen Goodman</p>	
<p>1. Additions to the Agenda</p>	<p>None</p>	
<p>2. Adoption of Agenda</p>	<p>Agenda adopted as circulated Moved by: John Seconded by: Todd CARRIED</p>	
<p>3. Approval of Minutes</p>	<p>Minutes of May 1/13 approved Moved by: Todd</p>	<p>Approved minutes to be forwarded to Council – Sally</p>

	<p>Seconded by: John CARRIED</p>	
<p>4. Media/Promotion – Natalie Stickles</p>	<p>Natalie’s proposal was reviewed and items prioritized. Committee wants Mara to handle media buys with Natalie’s input. Suggested that multi-year pricing be investigated. Natalie joined the meeting at 5:05 pm, expanded on her proposal and answered questions. Committee advised her of the budget for promotion and need to coordinate with Mara. Committee will provide Natalie with a breakdown and current budget including 2013 spending Natalie left the meeting. Motion to hire Natalie as per her quote by Todd; seconded by John - CARRIED</p>	<p>Vickie/Sally</p>
<p>5. Frozen Drinks update</p>	<p>Vickie – no downtown business interested in separate “booth” for frozen drinks. Concern from Zest with adding more alcohol and losing “community” atmosphere. Motion made to not accept proposal from My Place for partnership with Town by Bea;</p>	<p>Letter to be sent thanking him but expressing Committee’s decision not to go in that direction this year – Todd</p>

	seconded by Todd – CARRIED	
6. Friday Night Vendors	Vendors will not be allowed to open on Friday night	
7. Website Update	Need to better identify sponsor levels, sizing of logos etc.	Utilize Natalie’s skills to review website and make suggestions
8. Entertainment Update	Gary presented entertainment line-up. Total budget to date \$14,995	Take entertainment apps off website – Sally Get the lineup out on website, social media etc. – Sally/Natalie
9. Budget	Vickie presented preliminary budget/report from new finance system which is still being developed. Committee reviewed 2013 budget	Vickie will update
10. Critical Path	Upcoming: Layout Vendor confirmation	
11. Other Business:	1. Church service – Pastoral group interested and would like to meet with Committee – Committee agreed that it is not appropriate as part of Summerfest 2. Issue with rear access to stage	Vickie to respond to original requestor & pastoral group Gary to speak to Dave Metler

	via Pelham Printing & Mossimos	
12. Next Meeting: * Wednesday May 15, 4:30pm Council Chambers * Agenda items?	Peace Park Master Plan Community Art Project	
7. Adjournment	Meeting adjourned at 7:15 pm	