

Pelham Summerfest 2012 Committee Meeting Minutes

2012

May 9th 2012 Committee Room 4: 30pm

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 <p>Regrets</p> <ul style="list-style-type: none"> • 		
<p>2. Additions to the Agenda:</p> <p>Bob Wastle, Correspondence re: Non-profit Community Booth fee</p> <p>Lou Fluit, Correspondence, Use of Summerfest Logo on promotional material for Cystic Fibrosis</p>	<p>That the agenda be adopted as amended Moved by Bea Clark, Seconded by Todd Barber CARRIED</p>	
<p>3. Approval of minutes: May 2nd, 2012</p>	<p>THAT the minutes of May 2nd be approved as circulated; Moved by Kathleen Goodman , Seconded by Todd Barber CARRIED</p>	

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<p>4. Summerfest 2012 Promotional Plan</p> <p>Cathy Berkhout-Bosse - Tiger Eye Solutions.</p>	<ul style="list-style-type: none">• Main Focus - Niagara Nights of Art; Art in the Park participants; Pelham Art Festival donation being recognized on the Summerfest Materials.• Call Out for artists will be on summerfest website and the Culture Capital of Canada website.• Sponsor recognition – blog, social media mentions; article in the voice; on website. Suggest direct phone calls and follow-up to sponsors. Sponsorship due on May 18th to be on rack card.• Todd will have sponsorship information for beer pavilion by the deadline. <p>Fun Run Walk Registrations? Vickie questioned the Fun Run Walk Registrations and paypal payment that was received this week. Didn't realize the registration forms were already</p>	<p>Cathy will set up media coverage for cheque donation from Sobeys.</p> <p>Cathy will check into mysterious registrations and paypal payment.</p>
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	<p>on the site.</p> <p>Communities In Bloom Garden Tour Encourage selling tickets at summerfest and have garden tour the week later instead of on day of.</p>	<p>Gary will attend the next Communities In Bloom Committee meeting and encourage them to change the date.</p> <p>Gary will forward band line up to Carolyn.</p>
<p>5. Subcommittees: Updates</p> <ul style="list-style-type: none">• Food & Beverage • Non Food Vendor	<p>Food & Beverage: Vendor applications are accepted till June 1 Subcommittee next meeting June 7</p> <p>Lou Fluit, Cystic Fibrosis hair cutting venture, fill out Vendor application and the committee will decide at that point whether to accept. Summerfest Logo will not be allowed to be used on his promotional material.</p> <p>Bob Wastle, correspondence, regarding vendor fees for non-profit Community groups being the same cost as retail vendors at \$125.00.</p> <p>The Committee discussed the fee structure and it was decided</p>	<p>Vickie will respond to Mr Fluit and make sure he has a vendor application.</p> <p>Vickie will notify Mr. Wastle of the committee's decision to not adjust the vendor fees for 2012.</p>

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<ul style="list-style-type: none">• Niagara Nights of Art • Sponsorship – Kathleen	<p>the fee structure would remain the same for this year. In future the retail fees may increase. The committee is required to offset festival expenses and the \$125.00 fee is reasonable.</p> <p>The Committee agreed the fees are modest and will be review for next year. Moved by Todd Barber, Seconded by Bea Clark</p> <p>Niagara Nights of Art: Carolyn & Vickie met Call for Artist will be on website by May 14 or sooner. Bea reported on the Niagara College New Media design display and the opportunity for them to participate on Friday evening.</p> <p>Sponsorship:</p> <ul style="list-style-type: none">• Kathleen started the phone campaign for sponsorships. There seems to be no urgency	<p>Bea will contact the College and confirm whether the New Media Design Display will be able to participate on Friday evening for the Niagara Nights of Art.</p>
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<ul style="list-style-type: none">Logistics – Vickie	<p>to send sponsorship monies in order to meet the May 18 deadline for the poster.</p> <ul style="list-style-type: none">Bea is in touch with LaFarge and will be meeting soon.Tim McAvoy is pledging \$1,200.00 and will try to get a partner to match dollars.Bob Halco portable washroom supplier interested in being involved. He has committed to supplying wash stations and portable washrooms for the festival free rental only charge will be servicing.Sponsors of \$2,500 or more will receive one 10 x 10 booth free. <p>Logistics:</p> <ul style="list-style-type: none">AGCO meeting – VickieThe committee discussed	<p>Gary and Vickie will meet with Bob and discuss numbers and locations.</p> <p>Vickie will notify Cathy of this new addition to sponsorship privileges.</p>
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<ul style="list-style-type: none">• Kids Zone – John • Beer Pavillion – Todd	<p>Kids Zone – Photo Booth??</p> <p>Beer Pavillion- Drawing is at Engineer being reviewed.</p> <p>Todd received prices from the party shoppe for the tables and chairs.</p>	<p>John will contact the photo booth</p>
<p>7. Budget overview:</p>	<p>The Committee briefly spoke about draft budget.</p>	<p>Vickie will prepare draft budget for next meeting for review.</p>
<p>8. Next Meeting:</p> <ul style="list-style-type: none">• Wednesday, May 16, 4:00 p.m. North Wing Room		
<p>9. Adjournment:</p>		

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