

**Pelham Summerfest 2014 Committee Meeting
September 23, 2014 – Council Chambers, 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>Vickie vanRavenswaay Gary Accursi Bea Clark Sally Jaeger Todd Barber Kathleen Goodman</p> <p>Regrets: John Wink</p>	
<p>1. Additions to the Agenda</p>	<p>Website</p>	
<p>2. Adoption of Agenda</p>	<p>Agenda adopted as amended Moved by: Todd Seconded by: Bea</p>	
<p>3. Approval of Minutes</p>	<p>Minutes of July 16/14 approved as circulated Moved by: Todd Seconded by: Bea CARRIED</p>	
<p>4. Final Reports – By Zone</p>	<p>Reports were received from Committee members on their respective areas of responsibility. Also</p>	

	<p>presented were planning documents for future reference</p> <p>Active Zone – good feedback all around – air horns too loud but dealt with on site; Good turn out for walk on Sunday, ride has room to grow</p> <p>Bar/Alcohol Sale – bar set up not able to be used to full potential as numbers didn’t warrant but should work well at capacity.</p> <p>Breakfast – growth from 2013 was good. New providers worked out well.</p> <p>Entertainment – Friday night Country night addition was very successful. Peace Park stage not drawing big numbers although bands were good quality.</p> <p>Kids Zone – Rain put a damper on bouncers but entertainment was excellent.</p> <p>Media & Promotion – Keep billboard even more simple. Sponsor posters went over well with sponsors. Format/branding of promo materials is good and should be used going forward.</p> <p>Web analysis – peak period 7-10 days prior to event – Server failure on Friday night & Saturday was unfortunate but out of our & Melissa’s hands. Was solved as quickly as possible.</p> <p>Social Media - good campaign - worth investing in again</p> <p>Sponsors – Bea will provide</p> <p>Surveys – participation down but mostly positive, consistent with prior years</p>	
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<p>5. Report Presentation</p>	<p>Bea ran through the draft outline of the final report. Deadline – Nov for Council</p>	<p>Bea to circulate to members who will fill in data as they can</p>
<p>6. Review of Financial Statements</p>	<p>Vickie ran through the latest reports which Committee discussed. Committee recommends that the bar construction costs and any other inventory items be allocated over a 3 year period</p>	<p>Sally & Vickie to follow up on several items with Finance</p>
<p>7. “Thank You” for Sponsors</p>	<p>Card should be send – picture of Committee, thank you note, few facts & figure</p>	<p>Sally to prepare draft</p>
<p>8. Recommendations for 2015</p>	<p>Thursday:</p> <ul style="list-style-type: none"> • Include Supper Market, more food vendors • No art show • Cruiser tables with umbrella for shade <p>Friday:</p> <ul style="list-style-type: none"> • Continue with Country night – keep 11 pm closing • Continue with Teen Movie night – look into sound issues • Keep Town staff as servers at bar • Eliminate stage in Peace Park <p>Saturday:</p> <ul style="list-style-type: none"> • Cooling tents at east end of “bar” area • Rain contingency – Lafarge tent? • Redistribute Kids Zone in Peace Park with elimination of stage & art show • Tighten up vendor selection – reduce number of charitable/fundraising organizations • Art gallery at Church should continue – improve entry; student art available if we let them know earlier 	

	<ul style="list-style-type: none"> • Move to more formal call for entertainers – perhaps hire professional coordinator <p>Sunday:</p> <ul style="list-style-type: none"> • Keep low key, continue with 2014 model • Entertainment in bandshell with elimination of stage • Consider car show/shine – see if a club might take it on 		
9.	Other Business:	Website - update main page; add late sponsors;	Sally to update
10.	Next Meeting:	TBD in October	
11.	Adjournment	Meeting adjourned at 7:20 pm	