

SUMMERFEST COMMITTEE MINUTES

MEETING DATE: Wednesday, March 27, 2019 – 5:00 PM
Town of Pelham, MCC Boardroom, Fonthill

Present:

Bill Sheldon (Resident)
Sally Jaeger (Special Events & Festivals Programmer)
Jodi Hendriks (Culture & Community Enhancement Programmer)
Julie Milligan (Resident)
Councillor John Wink
Candy Ashbee (PBA)
Bryan Lachapelle (Welland/Pelham Chamber of Commerce)
Frank Adamson (Resident)

Absent with Regrets: Vickie vanRavenswaay (Director of Recreation, Culture & Wellness), Bill Gibson (PATC), Todd Brown (Welland/Pelham Chamber of Commerce) – Resigned from Committee

1 INTRODUCTION OF MEMBERS

Bryan Lachapelle and Frank Adamson were welcomed to the Committee.

2 DECLARATION OF QUORUM AND CALL TO ORDER

The Acting Chair, Bill Sheldon, declared quorum and welcomed everyone at 5:07

3 ADDITIONS TO THE AGENDA

White Meadow Farms – Bill Sheldon

4 ADOPTION OF AGENDA

Moved by: Julie Milligan
Seconded by: Bill Sheldon

THAT the agenda for the March 27, 2019 Summerfest Committee Meeting be approved as amended.

CARRIED

5 APPROVAL OF MINUTES OF PREVIOUS MEETING

Moved by: Julie Milligan
Seconded by: Bill Sheldon

THAT the Minutes of the March 6, 2019 Summerfest Committee meeting be approved, as presented.

CARRIED



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6 ARCHES

Frank spoke to the Committee advising that the Rotary Club would like to work with the Town and Committee to rebuild the arches. He has been talking to Todd B, Mark Shoalts, staff etc.
Staff report from Public Works Director on April 15, 2019, need to submit a delegation

Moved by: Bill Sheldon

Seconded by: Bryan Lachapelle

That the Committee approve in principle the replacement of the Arches, to work in partnership with the Rotary Club of Fonthill and staff to fundraise creatively to resurrect the Arches, and that the Pelham Summerfest Committee contribute up to \$36,000.

CARRIED

7 SPONSORSHIPS

Sally provided an update to the committee in regards to sponsorships, about half way there.
Committee members to follow up with sponsors in the community wherever possible

8 ENTERTAINMENT

8.1 Entertainment Coordination

Sally provided the committee the proposed entertainment schedule to date; Committee supported finalizing the bookings as presented; Staff to create my Pelham article announcing the Band Line up

8.2 Annie the Clown proposal: additional information

Staff to go ahead with Annie the Clowns proposal for additional service

8.3 Saturday MC

Staff to go ahead with David Green's Proposal to be the MC on the main stage on Saturday from 11 am to 10 pm

9 MARKETING & COMMUNICATION

9.1 Social Media Management Proposals

Staff presented social media quotes, Candy to reach out to quote submitters and schedule a meeting to review expectations

9.2 Bill Sheldon enquired about registering/TM of the Pelham Summerfest logo. Staff will follow up to see how to proceed.

9.3 Rack Card



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Rack card has been sent to printer and will be ready to go for the Homeshow

10 VENDORS

- 10.1 Staff provided a Vendor Application Update. Jodi to send list prior to next meeting. Sally updated the Committee regarding the Festival Licensing Agreements. Butcher & Banker, 1856 Social, Root & Bone are committed. Sally to follow up with Gelato Village. Report and by-law to go to Council April 15th

11 LOGISTICS

- 11.1 Ticket Booths
Sally has been unable to source any rentals. Frank suggested that staff look into Launch Centre for building of ticket booths; staff to send information to Bryan regarding app for ticket/token sales
- 11.2 EMS Proposal
Proposal from Rapid Response Medical Services was reviewed. Committee decided to stay with St. John Ambulance
- 11.3 Sound & Lighting:
Correspondence from Riothill studios was reviewed.
Moved by Frank Adamson
Seconded by Jullie Milligan
That the pricing for sound and lighting for 2019 be approved as presented
CARRIED
- 11.4 Committee Shirts
Staff updated regarding shirts. Mara will bring in sample for new members to try on.
- 11.5 LED Screen
Quote will be submitted next week. Committee to review next meeting

12 OTHER BUSINESS:

Bill Sheldon has had a preliminary discussion with White Meadow Farms to see if they would be interested in delivering the Sunday Breakfast. There is some interest on their part. They might consider it if it was for multiple days. Committee supports Bill to further explore this possibility at a meeting on April 1, 2019.

13 NEXT MEETING

Next meeting: Tuesday April 9, 2019 at 5 pm

14 ADJOURNMENT



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Moved by: Frank Adamson
Seconded by: Bryan Lachapelle

THAT the meeting of the Summerfest Committee, March 27, 2019 be adjourned at 7:00pm.

CARRIED

Acting Chair of Summerfest Committee
Bill Sheldon

Special Events and Festivals Programmer
Sally Jaeger



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