

SUMMERFEST COMMITTEE MINUTES

MEETING DATE: Wednesday, April 10, 2019 – 5:00 PM
Town of Pelham, MCC Boardroom, Fonthill

Present:

Bill Sheldon (Resident)
Jodi Hendriks (Culture & Community Enhancement Programmer)
Vickie vanRavenswaay (Director of Recreation, Culture & Wellness)
Julie Milligan (Resident)
Candy Ashbee (PBA)
Bryan Lachapelle (Welland/Pelham Chamber of Commerce)
Frank Adamson (Resident)
Bill Gibson (PATC)
Marlene Ouwendyk (PBA)

Absent with Regrets: Councillor John Wink, Sally Jaeger (Special Events & Festivals Programmer), Kelly Sauriol

1 INTRODUCTION OF MEMBERS

Marlene was welcomed to the Committee.

2 DECLARATION OF QUORUM AND CALL TO ORDER

The Acting Chair, Bill Sheldon, declared quorum and welcomed everyone at 5:10pm.

3 ADDITIONS TO THE AGENDA

White Meadows – Bill Sheldon
Tokens – Bryan Lachapelle

4 ADOPTION OF AGENDA

Moved by: Candy Ashbee
Seconded by: Bryan Lachapelle

THAT the agenda for the April 10, 2019 Summerfest Committee Meeting be approved as amended.

CARRIED

5 APPROVAL OF MINUTES OF PREVIOUS MEETING

Moved by: Candy Ashbee
Seconded by: Julie Milligan

THAT the Minutes of the March 27, 2019 Summerfest Committee meeting be approved, as presented.

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CARRIED

6 VENDORS

6.1 Approval of Pelham based businesses

Moved by: Julie Milligan

Seconded by: Marlene Ouwendyk

THAT the Pelham based Vendors that have applied by March 31, 2019 be approved as presented.

CARRIED

6.1.1 Staff will ask Pelham Street Businesses who have not applied as of yet about their interest in participating in Summerfest.

6.2 White Meadows:

Bill Sheldon spoke with White Meadows about providing Sunday morning breakfast and their interest in being a vendor from Thursday to Sunday. White Meadows proposed providing their Toffee making booth as a form of entertainment. Staff will follow up with White Meadows and explore possibilities surrounding these opportunities.

7 SPONSORSHIPS

7.1 Deferred to next meeting as there were no updates regarding sponsorships.

8 ENTERTAINMENT

8.1 The MC has confirmed his commitment for Saturday. Staff will be in contact with him regarding the line up.

8.2 Staff went through the line up of entertainment for the main stage on Friday and Saturday, Sunday's entertainment in Peace Park, and the Kids Zone entertainment. All these line ups have been confirmed.

9 MARKETING & COMMUNICATION

Candy discussed that she mentioned to the social media applicants that the quoted time commitment was too low. Carolyn Mullin updated her quote and the total sum was still less than 2018.

Moved by: Candy Ashbee

Seconded by: Bill Gibson



**Recreation, Culture
& Wellness**

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THAT the Committee appoint Carolyn Mullin to carry out the Social Media Management for the sum of \$2,475 highlighted in the detailed quote attached.
CARRIED

10 LOGISTICS

10.1 Fencing: Staff discussed detailed quote from Outfront which was the same amount of fencing as 2018 but has increased by \$50 fee for delivery.

Motion: Julie Milligan
Second: Candy Ashbee

THAT the Committee accept the detailed quote from Outfront for the sum of \$2,445.32 as highlighted in the detailed quote attached.

CARRIED

11 ARCHES

Moved by: Julie Milligan
Seconded by: Marlene Ouwendyk

THAT the naming rights for the Arches would recognize the Rotary Club and The Pelham Summerfest Committee's role in this undertaking: i.e. THE ROTARY/SUMMERFEST ARCHES.

CARRIED

Frank Adamson discussed the timeline to rebuild the Arches and some ideas that the Rotary Club had of fundraising efforts (ie. Fine Wine Night at the MCC in September, Tip Cups or voluntary donations at Summerfest, etc.). The Rotary Club is willing to chair the fundraising efforts with the support of this Committee and Town Staff. Frank is going to Council asking for their approval to rebuild the arches. There was discussion surrounding the Summerfest Committee assisting to pay for the ongoing maintenance of the Arches.

The Arches discussion then brought up the issue of lack of shade and lighting within the bar area at Summerfest. Staff will contact Tents and Events to give suggestions about this topic. Bill Gibson will discuss with Jason Marr about using Greenhouse shades or something similar to attach to the Concrete Bases from the Arches. This topic will be discussed during the next meeting.

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Ticket Sales booths were also brought up. There was some discussion over moving the ticket stations into booths. Bill Sheldon brought up the Launch Centre at the Seaway Mall. Bill S and Bill G will contact the Launch Centre.

12 OTHER BUSINESS:

- Tokens – A Mobile Ticket option through an app was discussed. Staff will look into the AGCO guidelines as well as it's compatibility with the Town's finance system. Staff and Committee will bring back ideas to the next meeting.
- Bill Gibson mentioned that the Car Show brochures and signage are coming along with the photography from Dr. Albanese. Bill G wondered if we were going to look into new sponsorships for the Car Show. This discussion will be deferred until next meeting when Sally can be in the discussion.
During this discussion quorum was lost.
- Discussion was had surrounding the craft beer and wine retailers. Staff will do callouts for these.

13 NEXT MEETING

Next meeting: Wednesday April 24, 2019 at 5pm.

14 ADJOURNMENT

The meeting of the Summerfest Committee, April 10, 2019 adjourned at 6:42pm.



Acting Chair of Summerfest Committee
Bill Sheldon

Administrative Assistant
Karen Blake