

SUMMERFEST COMMITTEE MINUTES

MEETING DATE: Wednesday, June 19, 2019 – 5:30 PM
Town of Pelham, MCC Kinsmen Room, Fonthill

Present:

Bill Gibson (PATC)
Sally Jaeger (Special Events & Festivals Programmer)
Remo Battista (Resident)
Councillor John Wink
Vickie vanRavenswaay (Director of Recreation, Culture & Wellness)
Karen Blake (RCW Administrative Assistant)
Bill Sheldon (Resident)
Emily Bonisteel (MYAC Rep)
Lucas Rockx (RCW Brock Intern)
Candy Ashbee (PBA)
Frank Adamson (Resident)
Julie Milligan (Resident)
Max Burtcher (Labatt's Representative)

Absent with Regrets: Caroline Mullin (Social Media Marketer), Marlene Ouwendyk (PBA), Kelly Sauriol (Chamber of Commerce), Bryan Lachapelle (Welland/Pelham Chamber of Commerce)

1 WELCOME

2 DECLARATION OF QUORUM AND CALL TO ORDER

The Chair, Bill Gibson, declared quorum and called the meeting to order at 5:37pm.

3 ADDITIONS TO THE AGENDA

Sunday Breakfast – Bill S
Plastic Wine Glasses – Bill S

4 ADOPTION OF AGENDA

Moved by: Candy Ashbee
Seconded by: Frank Adamson

THAT the agenda for the June 19, 2019 Summerfest Committee Meeting be approved, as amended.
CARRIED

5 APPROVAL OF MINUTES OF PREVIOUS MEETING

Moved by: Remo Battista
Seconded by: Julie Milligan



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THAT the Minutes of the June 5, 2019 Summerfest Committee meeting be approved, as presented.
CARRIED

6 LABATT REPRESENTATIVE PRESENTATION

Max Burtcher presented the new products for the Committee to consider while the Committee discussed the different products and quantities that would be required for Summerfest 2019. The Committee discussed last year's quantities and which products would require additional stock. The Committee decided on the following products and quantities:

- Bud (200 cases)
- Bud Light (200 cases)
- Bud Light Lime (60 cases)
- Lemonade Radler (60 cases)
- Batch 1904 Apple Cider (60 cases)
- Bud Light Orange (20 cases)

Max will place this order and will oversee its delivery to the Beer Store^e/LCBO the Thursday before Summerfest 2019 weekend.

Bill S. suggested that there can be samples of the Bud Light Orange being served during the event to promote this new product. Max stated that he can have a Labatt Representative serve these samples Saturday between the hours of 1pm-3pm. There was discussion over where the sampling will take place. The Committee will discuss the logistics of this set up at a subsequent meeting.

Max confirmed that a refrigerated truck will be delivered Thursday morning near Peace Park and then will be moved Friday morning onto Pelham Town Square. Max asked about the quantity of bins that Summerfest will require. Sally will confirm the quantity and size of bins with Max at a later date.

Vickie wanted to update the Committee that water will be at the bar this year and not with the cashiers as in previous years.

7 MARKETING & COMMUNICATION

7.1 **105.1 The River:** Sally updated the Committee on correspondence that she received from a local radio station asking if they are able to attend Summerfest 2019. Sally suggested that they could be stationed in Peace Park on Saturday during KidsZone and TeenZone. She wanted to

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confirm that the Committee was okay with this. The Committee asked the type of music the station played, and decided that Sally should disclose this opportunity to the other radio stations that are attending. Sally will get in touch with the attending radio stations.

- 7.2 Skyscreen Media TV:** Sally updated the Committee on an opportunity that was presented to her by a business that attends events and then puts together short social media clips promotions for events. Sally explained the two options that were presented and there was discussion surrounding cost, and ownership.

Moved by: Julie Milligan
Seconded by: Remo Battista

THAT the Committee accepts Skyscreen Media TV's quote for a pre-event and event promotion for the fee of \$200.
CARRIED

Sally will get in contact with the company to confirm this opportunity.

8 SPONSORSHIPS

- 8.1 Active Zone Sponsor:** As another gold sponsor has not come up since the last meeting, Sally will check with the vendor who was going to be bringing a large piece of construction equipment if they would like to bring two and put one in the Active Zone on Pelham Street. They could then be the Active Zone Sponsor.
- 8.2** Sally updated the committee on the current status of sponsorships and let the Committee know from the reaching out to business that Lucas (RCW Intern) did, Summerfest already received a new Silver Level sponsor.

9 ENTERTAINMENT

Sally let the Committee know there was nothing to report under the entertainment category.

10 LOGISTICS

- 10.1 Summerfest Committee Roles & Availability at Event:** Sally asked that the Committee members send in their availability to her before the next meeting. Bill G. let the Committee know that his son will be taken the official photography for Sunday. Sally will send out an email about Smart Serve to all committee members detailing the process for getting certified. There was other discussion surrounding other Photographers for other portions of the event.



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- 10.2 **Lighting Friday & Saturday Beer & Wine Garden; Teen Zone:** Sally stated that in years' past, there has been lighting hung on the Arches. Sally suggested that lights be hung on the shade structures. Committee agreed with this. Sally will purchase additional lighting for this.
- 10.3 **Detailed layout of PTS Beer & Wine Garden:** Sally is working on a detailed layout where the shade structures, sound and lighting booth, ticket booths and bar units (4) will go on the street. Sally suggested that the bars can now be constructed so they are closer together this year as the base of the Arches are not there. Sally will work on this in the next week and update the Committee during the subsequent meeting.
- 10.4 **Lighting in the washroom area** – Bill Sheldon brought up that the during 2018 Summerfest there were comments about the lighting near the washrooms. Discussion surrounding was had surrounding different options for lighting. Sally will contact Halco (washroom provider) to see what they can do.
- 10.5 **Raffle Prize – BBQ; Vehicle Tent:** Frank updated the Committee on his conversation with a Pelham Street business about donating a BBQ for a raffle prize. This business will not donate one but the Committee could purchase one from him to raffle off. Bill S. also mentioned another company that he will approach to see if they would be able to donate a BBQ. Sally updated the Committee about another company willing to provide a free vehicle tent to display and raffle off. The Committee discussed the requirements and where to display this. With Committee approval, Sally will contact the company and take them up on their offer. The details regarding placement of the tent will be discussed during a subsequent meeting.

11 VENDOR UPDATE:

Lucas updated the Committee on the current vendors. He is following up with a few vendors who the Town has not heard from. Lucas updated the Committee that the Peace park food vendor spot has been filled by an alternative vendor. He also mentioned one vendor that is concerned over the vendor fee. The Committee discussed the fees, location and days of vendor.

Moved by: Remo Battista

Seconded by: Candy Ashbee

THAT the Committee offers Dandy Cotton Candy the option to be a vendor on Sunday and Saturday in Peace Park for \$300.

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12 ARCHES:

The Committee discussed fundraising opportunities for the Arches during the Summerfest event. Bill Sheldon suggested a marketing campaign surrounding “buying a ticket for the arches” where attendees can drop a ticket into a collection basket instead of using it for a beverage. Vickie will discuss this opportunity with Teresa. Frank also suggested to have donation jars station around the festival. Sally asked Frank if he had a better idea of when the fundraising gala will take place and Frank will inform Sally by Friday.

13 OTHER BUSINESS:

13.1 **Sunday Breakfast** – Bill S updated the Committee on the details of Sunday breakfast. Bill let the Committee know what products and the quantities a local business will be providing, and clarified what will be included in the breakfast fee. The Committee discussed the different roles which need to be filled. These roles will be determined at a subsequent meeting. Bill Sheldon wanted to discuss an alternative

13.2 Bill S would like to cut back our use of single use plastics. Juice boxes with straws have been provided in past at the breakfast. He will look into alternatives for the juice, perhaps vendors may have different options by July or we could go to larger containers. Bill also wondered if there was an alternative to the plastic wine glasses. Sally will confirm with the Region if the glasses are in fact recycled and look into biodegradable cups.

14 NEXT MEETING

Next meeting: Wednesday June 26, 2019 at 5:30pm.

15 ADJOURNMENT

Moved: Frank Adamson
Seconded: Candy Ashbee

THAT the meeting of the Summerfest Committee, June 19, 2019 adjourned at 7:19pm.

CARRIED


Chair of Summerfest Committee
Bill Gibson
RCW Administrative Assistant
Karen Blake

