



## **SUMMERFEST COMMITTEE MINUTES**

**MEETING DATE: Wednesday, July 3, 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)  
Caroline Mullin (Social Media Marketer)

**Absent with Regrets:** 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 5:33pm.

**3 ADDITIONS TO THE AGENDA**

Car Show  
BBQ

**4 ADOPTION OF AGENDA**

Moved by: Candy Ashbee  
Seconded by: Julie Milligan

THAT the agenda for the July 3, 2019 Summerfest Committee Meeting be approved, as amended.  
CARRIED

**5 APPROVAL OF MINUTES OF PREVIOUS MEETING**

Moved by: Candy Ashbee



**Recreation, Culture  
& Wellness**

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Seconded by: Julie Milligan

THAT the Minutes of the June 19, 2019 Summerfest Committee meeting be approved, as presented.  
CARRIED

### 6 MARKETING & COMMUNICATION

6.1 **Revised Video Clip:** Sally showed the revised video clip to the Committee and let the Committee know that she approved this version as it needed to get out this week. The Committee approved of it as well.

6.2 **Direct Mail Flyer:** Sally handed out the direct mail flyer from 2018 and asked the Committee for feedback on it. Sally advised the Committee that this flyer goes out the week of Summerfest to every house in Pelham. Sally will revise the dates and sent it out to committee when completed.

### 7 SPONSORSHIPS

Sally updated the Committee on sponsorships. One sponsor has once again given a giftcard package as in previous years. This has been used as an incentive to complete Summerfest surveys during the event. Carolyn asked about promoting the giftcard package on social media. Sally will send a picture to Carolyn, once received.

### 8 ENTERTAINMENT

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

### 9 LOGISTICS

9.1 **Volunteer/Committee Schedule:** Karen updated the Committee on the current volunteer status and where volunteers are still needed. John will follow up with Meridian for Saturday afternoon KidsZone bouncer supervisors and Carolyn can post the Committee's needs on social media.

9.2 **Emergency Management Plan:** Sally handed out a portion of the Emergency Management Plan and read through answering questions the Committee had. She went through daily scripts and the Committee assigned their roles during the event. Once assignments are complete, Sally will circulate the daily scripts with time assignments.

9.3 **Review of Shuttle Schedule:** Sally handed out last year's routes to the Committee to review. John Wink commented that the rides between the Old Arena and the festival were not frequent

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enough. The Committee suggested taking out the MCC stop from the Old Arena route and adding an additional route from the MCC to the festival area for Friday and Saturday evenings. The Committee will revisit who will look after shuttle during the event during the subsequent meeting.

### 10 VENDOR UPDATE:

- 10.1 **Big Brothers/Big Sisters Peace Park Vendor**  
Moved by: Candy Ashbee  
Seconded: Julie Milligan

THAT the Committee accepts Big Brothers Big Sisters as a vendor in Peace Park on Saturday. The fee will be waived in recognition of in-kind services provided on Friday & Saturday evening by BB/BS  
CARRIED

### 11 ARCHES

Frank asked if any Committee members had any large clear collection jars for the entrances of Summerfest to collect donations for the Arches. Several Committee members said that they may have some leads so they will report back to the Committee during a subsequent meeting. Vickie will double check with Teresa regarding the “purchasing a ticket for the Arches” campaign.

### 12 SUNDAY BREAKFAST

- 12.1 Bill S updated the Committee that Sunday breakfast is pretty much ready but just wanted suggestions about different packaging and types of juice. The Committee suggested small plastic juice containers with screw top lids and just to provide orange and apple juice. Bill S will look into the small packaging and will report by to the Committee.

### 13 OTHER BUSINESS:

**Car Show:** Bill G will visit Sally tomorrow and go over spellings for Car Show trophies, graphics package and emergency plan for all the volunteers at the car show.

**BBQ:** Bill Sheldon will let Sally know tomorrow in regards to his contact from a Niagara company and their interest in supplying a BBQ for raffle. Both John and Candy will ask different companies that they have contact with if Bill S is not successful.

Moved by: Frank Adamson  
Seconded by: Remo Battista



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THAT the Committee agrees to the purchase of a BBQ for up to \$600 to raffle off during Summerfest 2019.

CARRIED

Candy asked about if the Committee are looking to update the App this year and if we would like to promote it through social media. Candy will update it to reflect the 2019 schedule but because the app is not available on google devices, the Committee agreed not to promote it.

### **14 NEXT MEETING**

Next meeting: Wednesday July 10, 2019 at **5:30pm**.

### **15 ADJOURNMENT**

Moved: Remo Battista  
Seconded: Julie Milligan

THAT the meeting of the Summerfest Committee, July 3, 2019 be adjourned at 7:11pm.

CARRIED



Chair of Summerfest Committee  
Bill Gibson



RCW Administrative Assistant  
Karen Blake