



## SUMMERFEST COMMITTEE MINUTES

MEETING DATE: Wednesday, November 27, 2019 – 5:30 PM  
Kinsmen Room, MCC, Town of Pelham, Fonthill

**Present:**

✓Bill Gibson (PATC)  
Sally Jaeger (Special Events & Festivals Programmer)  
✓Remo Battista (Resident)  
Vickie vanRavenswaay (Director of Recreation, Culture & Wellness)  
Karen Blake (RCW Administrative Assistant)  
✓Bill Sheldon (Resident)  
✓Councillor John Wink  
Stephanie Yole (Community Enhancement Programmer)  
✓Marlene Ouwendyk (PBA)  
✓Frank Adamson (Resident)  
✓Julie Milligan (Resident)

**Absent with Regrets:** Bryan Lachapelle (Welland/Pelham Chamber of Commerce)  
✓Kelly Sauriol (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**

-Outreach School Donation  
-Resignation of a Committee member

**4 ADOPTION OF AGENDA**

Moved by: Marlene Ouwendyk  
Seconded by: Remo Battista

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

CARRIED

From the Department of



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### **5 APPROVAL OF MINUTES OF PREVIOUS MEETING**

Moved by: Frank Adamson

Seconded by: Remo Battista

THAT the Minutes of the October 30, 2019 Summerfest Committee meeting be approved, as presented.

CARRIED

### **6 10<sup>th</sup> ANNIVERSARY**

Sally discussed revamping the colours and marketing for Summerfest's 10<sup>th</sup> anniversary in 2020. Sally will discuss different options with the Town's Marketing and Communications Officer and bring them back to the Committee in January. The Committee also spent time discussing new layouts for 2020. This is highlighted in item 10.

### **7 BUDGET**

Sally circulated the 2020 Summerfest budget. She spent time explaining the expenses and revenues, as well as what services or items would be included in each category. The Committee discussed areas where cost savings could be made. Sally explained the differences in expenses between 2019 and years prior. The Committee agreed to look into cost savings within the advertising and marketing budget.

### **8 2020 VENDOR FEES & APPLICATIONS**

Sally introduced Stephanie Yole, who is replacing Jodi Hendriks during her maternity leave. Sally explained that Staff would like to get the 2020 vendor applications out before the end of December. The early bird deadline would be February and all applications would be in by the end of March. The Committee discussed the fee structure and agreed to keep it the same as 2019. The Committee also discussed the potential new layout for the vendors. The Committee asked that a specific location for Saturday vendors not be noted in the application. The Committee agreed to update the dates and send out the applications

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before the New Year. There was also some discussion over the terms and conditions regarding food vendors.

### 9 2020 ROLES & RESPONSIBILITIES

Karen will send the list of roles and responsibilities for Summerfest 2020. These roles and responsibilities will be decided in January. The Committee discussed contracting a few of the roles out – such as an entertainment coordinator. Sally will rework the budget to reflect additional contracted services. Sally will reach out to local entertainment coordinators.

### 10 FESTIVAL/STAGE LAYOUT OPTIONS

Bill G displayed a map of the festival area detailing a potential new layout for Summerfest 2020. The Committee discussed the change in logistics where the stage and bar area were proposed, the Kids Zone layout, vendor locations for Saturday, the addition of a 'splash' area, how the road closure on Pelham Town Square would affect the businesses and the potential of a fireworks display. Sally will ask the Fire Chief about the fireworks. John will look into a new layout for the KidsZone. Bill suggested that the Committee consider the proposed layout before the next meeting and come back with comments, suggestions etc. Bill will send an electronic version of the map out to the Committee members.

### 11 REBUILD THE ARCHES

Frank updated the Committee on the fundraising efforts for the Arches. The Committee discussed the cost of the arches, next steps in the project, and the timeline of construction. Sally asked if the old shades would be able to be used for the new arches. Bill S stated that the old shades would not fit and new ones will have to be purchased.

### 12 OTHER BUSINESS:

**-Outreach School Donation:** Bill G asked the Committee about donating to the Outreach School. The Committee discussed it and decided that it was not in the mandate of the Committee to donate.

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**-Resignation of the Committee:** Sally updated the Committee that Candy Ashbee has resigned from the Committee.

### 13 NEXT MEETING

Next meeting: **Wednesday January 15<sup>th</sup> at 5:30pm**

### 14 ADJOURNMENT

Moved: Bill Sheldon

Seconded: Marlene Ouwendyk

THAT the meeting of the Summerfest Committee, November 27, 2019 be adjourned at 6:51pm.

CARRIED

  
Chair of Summerfest Committee  
Bill Gibson

  
RCW Administrative Assistant  
Karen Blake

From the Department of

