



SUMMERFEST COMMITTEE MINUTES

MEETING DATE: Wednesday, January 15, 2020 – 5:30 PM
Kinsmen Room, MCC, Town of Pelham, Fonthill

Present: Bill Gibson (PATC)
Sally Jaeger (Special Events & Festivals Programmer)
Vickie vanRavenswaay (Director of Recreation, Culture & Wellness)
Karen Blake (RCW Administrative Assistant)
Bill Sheldon (Resident)
Councillor John Wink
Marlene Ouwendyk (PBA)
Frank Adamson (Resident)

Absent with Regrets: Kelly Sauriol (Chamber of Commerce)
Remo Battista (Resident)
Julie Milligan (Resident)

1 WELCOME

Due to his absence from the last three Summerfest Committee meetings, Brian LaChapelle has been deemed to have resigned.

2 DECLARATION OF QUORUM AND CALL TO ORDER

The Chair, Bill Gibson, declared quorum and called the meeting to order at 5:39pm.

3 ADDITIONS TO THE AGENDA

Proposed new graphics for 10th Anniversary

4 ADOPTION OF AGENDA

Moved by: Frank Adamson

Seconded by: Bill Sheldon

THAT the agenda for the January 15, 2020 Summerfest Committee Meeting be approved, as amended.

CARRIED

From the Department of



**Recreation, Culture
& Wellness**

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5 APPROVAL OF MINUTES OF PREVIOUS MEETING

Moved by: Bill Sheldon

Seconded by: Marlene Ouwendyk

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

CARRIED

6 TERMS OF REFERENCE

6.1 PBA Status: Sally reviewed the current Membership component of the Terms of Reference for the Summerfest Committee. Discussions with the Pelham Business Association (PBA) chair indicate that the dissolution of this group is imminent. The current Terms and Conditions provide for up to two representatives from the PBA on the Committee. The Committee discussed potential revisions to the Terms of Reference that would allow current members to continue to be on the Summerfest Committee.

6.2 Potential New Members: As well, Sally updated the Committee on community members who have indicated an interest in joining the Committee. The Committee continued to discuss adjustments to the member qualifications to allow for new members. Councillor Wink suggested that the Committee include members from local service clubs. The Committee recommended that, pending the dissolution of the PBA, the Terms of Reference be revised to increase the number of “community members at large” and add up to two members from Pelham service clubs in place of the PBA representatives. Sally & Vickie will follow up on this process.

7 2020 ROLES & RESPONSIBILITIES

7.1 Entertainment Coordinator Position – Sally updated the Committee about reaching out to four different people regarding the entertainment coordinator role for Summerfest. Of the four, two were not interested, one gave a reasonable quote and the last would like to offer their services voluntarily and potentially become a member of the Committee. The Committee discussed the different options and decided that Sally can pursue the voluntary option.

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Sally will set up a meeting with them next week to discuss the possibilities for joining the Committee and volunteering as Entertainment Coordinator.

7.2 Sponsorship Coordinator – The Committee discussed the job duties associated with sponsorship coordinator. The Committee felt that Remo, with his background in sales, would be a good fit for this. Kelly expressed interest in assisting with sponsorship coordination via an email prior to meeting. Sally will reach out to them to advise of Committee request.

7.3 Marketing Coordinator – The Committee discussed job duties associated with the Marketing Coordinator. Sally has taken on this role in the past. The Committee inquired about the Communications and Marketing Specialist at the Town to do general marketing for Summerfest. Vickie will follow up. The Committee agreed to contract out the social media coordinator's role as has been done in the past.

7.4 Volunteer Coordinator – Marlene Ouwendyk volunteered for this position.

7.5 Sunday Breakfast Coordinator – Bill Sheldon volunteered for this position.

7.6 Car Show Coordinator – Bill Gibson volunteered for this position.

7.7 Kids Zone Coordinator - John Wink and Julie Milligan volunteered for this position.

7.8 Add Vendor Coordination role – Sally suggested a new role during the meeting to assist with Vendor Coordination. Vickie stated that the Town will have a Brock Intern again for the summer. Sally suggested Lucas (Facility Support and past Brock Intern) help with this as he was involved last year.

8 BUDGET

8.1 Revised Budget – Sally distributed the revised budget and explained the changes that were made. The Committee discussed these changes and clarified a few line items.

Moved by: Marlene Ouwendyk

Seconded by: Frank Adamson

THAT the revised Summerfest 2020 Working Budget be approved, as presented.

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8.2 Website Hosting Quote – The Committee agreed to accept the quote from Ex Nihilo for website hosting, domain names & design for 2020.

9 FESTIVAL/STAGE LAYOUT OPTIONS

The Committee discussed different festival and stage layout options. The most viable location looks to be at the north end of the festival at Highway 20 and Pelham St. Sally will contact the business and building owners in the area as well as the Fire Chief to discuss this potential change in location.

The Committee discussed the Kids Zone and the layout changes that will need to be made. John was not concerned about rearranging the bouncers to fit. He inquired about the inflatable lagoon size. Sally will follow up with the service provider.

The Committee discussed different ideas to celebrate the 10th anniversary of Summerfest. Sally informed the Committee that she has reached out to the Fire Chief about fireworks for the festival and will let the Committee know his response. Vickie asked Bill G to add a discussion surrounding the splash pad to his meeting with the Director of Public Works in regards to the water requirements for this addition to the festival.

10 REBUILD THE ARCHES

Bill and Bill updated the Committee about a meeting they had with the Launch Centre and the Public Works Director. The new arches are being redesigned as a permanent structure. They also updated the Committee regarding the budget, materials to be used and the timeline for construction by the greenhouse company and the school. Bill G noted that, at the time of construction, plugs or conduits may be placed in the concrete blocks to have electrical plugs available for lighting and/or events under the arches.

Frank updated the Committee on the fundraising efforts for the arches.

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11 OTHER BUSINESS:

Sally passed around a couple of proposed designs for new graphics for Summerfest's 10th Anniversary. The Committee gave their feedback which Sally will pass along to the Communications and Marketing Specialist.

12 NEXT MEETING

Next meeting: **Wednesday January 29th at 5:30pm**

13 ADJOURNMENT

Moved: Frank Adamson

Seconded: Bill Sheldon

THAT the meeting of the Summerfest Committee, January 15, 2020 be adjourned at 7:00pm.

CARRIED

A handwritten signature in black ink, appearing to read "Bill Gibson", written over a horizontal line.

Chair of Summerfest Committee
Bill Gibson

A handwritten signature in black ink, appearing to read "K Blake", written over a horizontal line.

RCW Administrative Assistant
Karen Blake



From the Department of

