

MEETING DATE: Wednesday, January 29, 2020 – 5:30 PM
Kinsmen Room, MCC, Town of Pelham, Fonthill

Present: Bill Gibson (PATC)
Sally Jaeger (Special Events & Festivals Programmer)
Karen Blake (RCW Administrative Assistant)
Bill Sheldon (Resident)
Councillor John Wink
Remo Battista (Resident)
Kelly Sauriol (Chamber of Commerce)
Julie Milligan (Resident)
Paul De Divitiis (Resident)

Absent with Regrets: Vickie vanRavenswaay (Director of Recreation, Culture & Wellness), Marlene Ouwendyk (PBA), Frank Adamson (Resident)

1 WELCOME

2 DECLARATION OF QUORUM AND CALL TO ORDER

The Chair, Bill Gibson, declared quorum and called the meeting to order at 5:34pm.

3 ADDITIONS TO THE AGENDA

4 ADOPTION OF AGENDA

Moved by: Remo Battista
Seconded by: Bill Sheldon

THAT the agenda for the January 29, 2020 Summerfest Committee Meeting be approved, as presented.

CARRIED

5 APPROVAL OF MINUTES OF PREVIOUS MEETING

Moved by: Bill Sheldon
Seconded by: Remo Battista

THAT the Minutes of the January 15, 2019 Summerfest Committee meeting be approved, as presented.

CARRIED

6 ENTERTAINMENT

Sally introduced Paul De Divitiis to the Committee. Paul told the Committee a bit of his background in the hospitality industry including festival and event experience. He explained that he and his other family members are willing to work as a team to provide Summerfest with advice, connections and their expertise in the role of Entertainment Coordinators. Sally advised that a report will be going to Council on February 18, 2020 to revise the Terms of Reference as discussed by the Committee at it's last meeting.

The Committee discussed staging, sound and lighting. The Committee discussed this and asked Paul to meet with the sound and lighting provider to gain a consensus of what their roles will look like. Sally will arrange a meeting with the sound and lighting provider and Paul.

Sally will send Paul the electronic excel spreadsheet for entertainment contacts.

7 MARKETING, COMMUNICATION & ADVERTISING

7.1 Proposed Marketing Spends: Sally updated the Committee in regards to the Town's Marketing and Communications Specialist and his role with Summerfest. The Committee would like him to start attending meetings so that he can assist more directly. Last years' social media marketer is interested in this role once again but inquired about the scope of her tasks for Summerfest 2020 being the 10th year.

The Committee discussed the social media marketing role and what it would entail. They don't envision any major increase in the scope. Staff will follow up.

MyNiagara Online have submitted their quote for Special Event coverage which is consistent with previous years. The Committee agreed to move forward with MyNiagara. Sally will follow up.

Sally also brought the Committee another advertising proposal from the company who produces the Festivals and Events Ontario (FEO) annual guide. The Committee discussed this and decided that the costs were too high given that the target audience was not what they were looking for. Sally will relay this decision.

7.2 10th Anniversary Artwork

Sally distributed the updated 10th Anniversary artwork (ie. Rack Cards, Billboard and Poster) that were adjusted from comments from the

previous Summerfest meeting. The Committee discussed the artwork and made suggestions for the next version. Sally will relay these suggestions to the Public Relations and Communications Specialist.

8 LOGISTICS

8.1 STAGE LAYOUT OPTIONS: Sally distributed a proposed layout of the stage, bar and vendors to the Committee. The Committee discussed the layout, logistical changes, the flow of attendees, and agreed, in principle to the new location. Sally advised that Senior Management had looked at it earlier that day. The Fire Chief will be reviewing it for safety concerns and the Public Works Director request that we get approval from the Region due to the proximity to the intersection with Highway 20. Sally will follow up with the Region. Sally & Vickie have had preliminary discussions with the owners of Root & Bone who will be most affected by the relocation. They are enthusiastic about the changes.

9 VENDORS

Sally informed the Committee that vendor applications are open and have already received multiple applications.

9.1 Vendor Request: Sally updated the Committee on a request from a previous ice cream vendor to return for Summerfest 2020. Sally explained the history with this vendor and the Committee discussed this situation. The Committee decided that it is unlikely that this vendor would be accepted for Summerfest 2020.

9.2 Last Chance Rescue: Sally informed the Committee of a potential new vendor for 2020 and the opportunities they would bring with them. The Committee discussed this vendor and their space requirements. The Committee agreed that this vendor should fill out a vendor application and Sally confirmed the two-day rate with the Committee. Sally will follow up.

10 SPONSORSHIP

Kelly updated the Committee that she received the past sponsorship contacts from Sally and that she will send out the sponsorship request to last years' sponsors by the end of this week. The Committee discussed the Sponsorship Package, potential new organizations/companies to approach and new opportunities for naming sponsors (ie. Main Stage Act, new Splash Pad area). Sally noted she has completed the on-line requests to two previous sponsors as per their requirements.

Remo and Kelly discussed meeting next week to discuss their roles in regards to sponsorship coordination.

11 KIDS ZONE

Sally updated the Committee on the Inflatable lagoon dimensions and Niagara Inflatables response. Bill S noted that he will reach out to a Niagara based company surrounding the sponsorship of the splash area. Remo also has some connections and will liaise with Bill on this.

The Committee discussed the Teen Zone, the activities, sponsor and opportunities for improvements. The Committee decided to continue to talk about Teen Zone at subsequent meetings.

Niagara Inflatables have a new unit, the Viking Axe Throw (foam), that might be a good fit for the Kids or Teen Zone. The Committee also discussed the opportunity for an mobile axe throwing unit for adults. Sally will look into this and get back to the Committee at a subsequent meeting.

12 CAR SHOW

Bill G. updated the Committee on the status of the Car Show including the trophies, poster and hand out. He mentioned that the volunteers who have helped out in the past have committed to the 2020 Car Show. Bill G asked Sally to open up the online applications.

13 SUNDAY BREAKFAST

Bill S will approach White Meadows before the next meeting to inquire about their involvement in 2020 Sunday Breakfast. Bill S did ask that the Sunday Breakfast be better advertised in 2020 and to highlight the family dynamic of this day.

14 VOLUNTEERS

The Committee discussed deadlines for volunteer requests. Karen noted that the requests will be sent out earlier this year. Sally noted that the Recreation, Culture and Wellness department usually meets with the service clubs in April each year to discuss their involvement with the Town's summer events and festivals.

15 REBUILD THE ARCHES

Bill G. updated the Committee on the logistics of the arches and the materials to be used. A letter will be going to Council on February 18, 2020 to update them on the status of the arches. As production is imminent, the Rotary Club has requested the release of funds pledged by the Summerfest Committee.

Motion by: Bill Sheldon
Seconded: Remo Battista

THAT the Summerfest Committee authorize the Town Treasurer to release the committed funds to the Fonthill Rotary Club in two draws. The first draw will be \$20,000 and, upon review of final costs, the second draw of up to \$16,000.

CARRIED

Sally will talk with the Town Treasurer regarding this transfer.

16 OTHER BUSINESS:

Motion by: Remo Battista
Seconded: Julie Milligan

THAT Bill Sheldon assume the role as Acting Chair while Bill Gibson is absent in February & March.

CARRIED

Bill S. asked Staff about the status of trademarking the Summerfest logo, colours and wording. Sally noted that the trademark application has been submitted and we are waiting on a response.

17 NEXT MEETING

Next meeting: **Wednesday February 12th at 5:30pm**

18 ADJOURNMENT

Moved: Kelly Sauriol
Seconded: Julie Milligan

THAT the meeting of the Summerfest Committee, January 29, 2020 be adjourned at 7:23pm.

CARRIED

Chair of Summerfest Committee
Bill Gibson Sheldon
Acting Chair


RCW Administrative Assistant
Karen Blake