



## **MCC HOSPITALITY ADVISORY COMMITTEE**

### **MINUTES**

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**MEETING DATE: Wednesday January 8, 2020 –3:00 PM**  
**Town of Pelham, MCC Meeting Room, Fonthill**

**Present:**

Vickie vanRavenswaay (Director of Recreation, Culture & Wellness)  
Karen Blake (RCW Administrative Assistant)  
Julie Cook (Recreation and Wellness Programmer)  
Patricia Shannon (Resident)  
Bill Huisman (Resident)  
Councillor Mike Cioffi  
Jake Dilts (Service Club Representative)  
Mara Bray (Purchasing Coordinator)  
Tim Toffolo (Pelham Panther's JR B Representative)  
Brian McLeod (Resident)

**Absent with Regrets:**

**1 WELCOME**

The Chair, Patricia Shannon, declared quorum and called the meeting to order at 3:03pm.

**2 ADDITIONS TO THE AGENDA**

**3 ADOPTION OF THE AGENDA**

Moved by: Brian McLeod  
Seconded by: Jake Dilts

THAT the agenda for the January 8, 2020 MCC Hospitality Advisory Committee meeting be approved, as presented.  
CARRIED

**4 APPROVAL OF LAST MEETING'S MINUTES**

Moved by: Bill Huisman  
Seconded by: Jake Dilts

THAT the minutes of the November 6, 2019 MCC Hospitality Advisory Committee meeting be approved, as presented.  
CARRIED





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#### **5 FEEDBACK RE: DISCUSSION/PROGRESS SINCE LAST COMMITTEE MEETING**

##### **5.1 Pelham Arts Advisory Committee Meeting – Vickie**

Vickie updated the Committee on the Art Committee discussion surrounding concerts and live music shows at the MCC. The Art Committee gave the Hospitality Committee its blessing to lead any concert or live music show at the MCC but to keep them informed about events like this.

##### **5.2 Update on Catering RFP – Patricia**

Patricia updated the Committee on the meeting about the RFP with Mara. Vickie updated the Committee that the RFP will be published on Friday January 10<sup>th</sup>. Julie will supply a list of past caterers to Mara that should be aware of the RFP. There is a list of businesses from the Welcome Centre in the summer that should be contacted as well. Karen will contact a local reporter from Niagara This Week to see if they are interested in writing a story about the RFP.

##### **5.3 Surveys – Karen**

Karen reviewed the results of both the rental feedback and the MCC Hospitality surveys. She noted the highlights of it. The Committee discussed the length of the survey. The Committee noted that the survey may need to be reworked for the future. Karen will send out the results in an email to the Committee.

#### **6 SERVERY DEVELOPMENT**

##### **6.1 Update on Servey Sales**

Julie distributed the sales reports for the Servery for November and December. She noted that the consistency of the hours of the servery has helped with sales. The Committee also noted that the future branding of the Servery may help as well. Vickie asked the Committee about closing the servery if a rental asks. The Committee discussed and decided that the servery will remain open but no alcohol will be allowed in the area of the rental and signs will be posted.







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#### 6.2 Branding – Next Steps

Vickie updated the Committee on the status of the branding the Servery. A community member has agreed to oversee the project and has started brainstorming ideas. Vickie will send them the schematics of the building. The Committee discussed a completion date and decided upon September 2020. Vickie discussed getting a group of locals to brainstorm themes, historical significance and trivia to help with the branding. The Committee discussed general themes. Vickie will send a callout other community members for their input. This group will brainstorm and send their ideas to the main community contact. Vickie updated the Committee on new directional signage for the MCC.

#### 7 BUDGETS

Vickie updated the Committee on the revenues and expenses and distributed the Financial and Usage report for 2019. The Committee discussed this document and the break down of availability in prime and non-prime hours. Patricia inquired about the total hours usage at the MCC.

#### 8 IDEAS FOR SUMMER 2020

##### 8.1 Concert/Show Ideas; next steps to put plan/schedule in place

The Committee discussed current special events scheduled for the MCC during spring and summer 2020. The Committee discussed having a music concert on the arena pad. However, after further discussion, the Committee decided to continue to work towards a concert but extend the timeline to summer 2021.

The Committee also discussed holding smaller scale events during summer 2020. Councillor Cioffi suggested having a community dance similar to the ones put on in the past. The Committee discussed this and suggested to reach out to Pelham service clubs to attend the next Committee meeting to discuss next steps. The Committee also discussed the opportunity to have smaller scale musical performances at the MCC with local artists.

##### 8.2 MCC Monthly Financial & Usage Reports

As noted in section 7, this report was distributed and the Committee discussed the facility usage.

#### 9 METRICS: DISCUSSION re: ESTABLISHING METRICS FOR COMMITTEE

Patricia discussed metrics that the Committee could use as measurements for success. The Committee discussed the difficulty in measuring community and social impacts of a facility. Vickie mentioned that Brock University may be interested in a research project about the social impact of a facility like the MCC.





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#### 10 OTHER BUSINESS

#### 11 NEXT MEETING

Next meeting: February 12<sup>th</sup> @ 4:30pm  
March 4<sup>th</sup> @3pm  
April 1<sup>st</sup> @3pm  
May 6<sup>th</sup> @3pm  
June 3<sup>rd</sup> @3pm  
July 8<sup>th</sup> @3pm  
August 5<sup>th</sup> @3pm  
September 2<sup>nd</sup> @3pm  
October 7<sup>th</sup> @3pm  
November 4<sup>th</sup> @3pm  
December 2<sup>nd</sup> @3pm

#### 12 ADJOURNMENT

Moved by: Bill Huisman  
Seconded by: Jake Dilts

THAT the meeting of the MCC Hospitality Advisory Committee, January 8, 2020, be adjourned at 4:46pm.  
CARRIED

  
Chair of MCC Hospitality Advisory Committee  
Patricia Shannon

  
RCW Administrative Assistant  
Karen Blake

