

**MEETING DATE: Wednesday, February 12, 2020 – 5:30 PM**  
**Kinsmen Room, MCC, Town of Pelham, Fonthill**

**Present:**

Sally Jaeger (Special Events & Festivals Programmer)  
Karen Blake (RCW Administrative Assistant)  
Bill Sheldon (Resident)  
Councillor John Wink  
Remo Battista (Resident)  
Julie Milligan (Resident)  
Paul De Divitiis (Resident)  
Vickie vanRavenswaay (Director of Recreation, Culture & Wellness)  
Marlene Ouwendyk (PBA)  
Frank Adamson (Resident)

**Absent with Regrets:** Kelly Sauriol (Chamber of Commerce), Bill Gibson (PATC)

**1 WELCOME**

**2 DECLARATION OF QUORUM AND CALL TO ORDER**

The Acting Chair, Bill Sheldon, declared quorum and called the meeting to order at 5:35pm.

**3 ADDITIONS TO THE AGENDA**

**4 ADOPTION OF AGENDA**

Moved by: Remo Battista  
Seconded by: Julie Milligan

THAT the agenda for the February 12, 2020 Summerfest Committee Meeting be approved, as presented.

CARRIED

**5 APPROVAL OF MINUTES OF PREVIOUS MEETING**

Moved by: Remo Battista  
Seconded by: Julie Milligan

THAT the Minutes of the January 29, 2020 Summerfest Committee meeting be approved, as presented.

CARRIED

## **6 ENTERTAINMENT**

Paul updated the Committee on the entertainment coordination including his conversations with beer and wine providers, new headliner band options and sound and lighting. Paul will share the beer and wine provider contacts with Sally. Sally will send Paul the entertainment contact information.

**6.1 Axe Throwing:** Sally updated the Committee on two companies that provide mobile axe throwing. The Committee discussed these opportunities and concluded that they would preferred to use the expenses for other entertainment purposes. They did agree that they would like to pursue the inflatable axe throwing in the Kids Zone this year.

**6.2 Kids Zone Entertainers:** Sally updated the Committee that past Kids Zone entertainers have started inquiring about their involvement in Summerfest 2020. Sally asked Julie and John to reach out to these entertainers. Sally will email Julie and John the entertainer's contact information.

## **7 MARKETING, COMMUNICATION & ADVERTISING**

### **7.1 Questions from Marc MacDonald:**

Sally relayed questions from Marc (Communications & Public Relations Specialist) with respect to the goals of the Committee relating to marketing of the event and some new ideas he has for 2020. The Committee discussed the opportunities for improving marketing and advertising, the 10<sup>th</sup> anniversary, cost cutting options, and timelines. Sally will follow up with Marc.

### **7.2 Quote for Social Media Management:**

Sally presented a proposal for Social Media Management. The Committee discussed what changes they would like to see in the marketing strategy this year. The Committee approved the proposal.

## **8 LOGISTICS**

The new location of the stage was presented to the Senior Leadership Team. The Director of Public Works asked that the Niagara Region be consulted due to the proximity to Highway 20. Sally has communicated this with the Region but has not heard back as yet. Sally updated the Committee that she has spoken to one business that would be closer to the stage and they were pleased about the change. Outreach to other affected businesses will take place once the Region's comments have been received.

The Committee discussed the new stage, bar and vendor locations and asked questions regarding the new layout.

## **9 VENDORS**

Vendor applications are available online and the early bird deadline is February 28<sup>th</sup>. Staff will bring the applications to the Committee during the first meeting in March. Sally updated the Committee on the Festival Licensing applications and the timeline to get them to Council.

## **10 SPONSORSHIP**

Several past sponsors have pledged their support and Kelly is exploring a few new leads. Remo updated that he has also reached out to a few new sponsorship opportunities. The Committee suggested a few more organizations or businesses to approach. Remo will reach out to these new opportunities.

## **11 KIDS ZONE**

Bill S and Remo updated the Committee on the splash pad. Remo has had conversation with a local company about this project. He and Frank will meet with them again to discuss materials, drainage, water pressure & sponsorship opportunities. It has been suggested that the splash pad have two areas to accommodate different age groups.

### **11.1 Bebe Station**

The Bebe Station is available on both Saturday and Sunday. The Committee discussed this opportunity, and decided to have the Bebe Station for Saturday and Sunday for 2020. The Committee will debrief after the event on the use of the booth on Sunday.

## **12 CAR SHOW**

No update.

## **13 SUNDAY BREAKFAST**

Bill S updated the Committee on the status of Sunday Breakfast. White Meadows has committed to at least the same supplies as 2019, if not more. Bill S requested that the Committee promote Sunday more to build attendance.

## **14 VOLUNTEERS**

Karen discussed a new online sign up system that she is planning on using for volunteer sign up for Summerfest. Vickie discussed also extending an opportunity for local non-profit associations like the sports clubs for bar



services similar to the Service Clubs. The Committee also discussed the waste management volunteers (ie. beer can collectors) and decided that requirements of the role need to be reevaluated.

**15 REBUILD THE ARCHES**

Frank advised the Committee that Rotary will look after the advertising and organizing of the Grand Opening. Bill S updated the Committee that he is still waiting to hear from the school in regards to the next meeting with building contractor. This meeting will set the budget and timeline for construction.

**16 OTHER BUSINESS:****17 NEXT MEETING**

Next meeting: **Wednesday February 26th at 5:30pm**

**18 ADJOURNMENT**

Moved: Marlene Ouwendyk

Seconded: Julie Milligan

THAT the meeting of the Summerfest Committee, February 12, 2020 be adjourned at 6:48pm.

CARRIED

\_\_\_\_\_  
Acting Chair of Summerfest Committee  
Bill Sheldon

  
\_\_\_\_\_  
RCW Administrative Assistant  
Karen Blake