

Date: 17 November 2021

Time: 5:00PM

Location: Via Zoom

Attendance: Julie Milligan
Frank Adamson
Bea Clark
Councillor John Wink
Amanda Deschenes, Special Events and Festivals
Programmer
Vickie vanRavenswaay, Director of Recreation, Culture and
Wellness
Karen Blake, Administrative Assistant
Leah Letford, Communication Specialist
Remo Battista

Regrets: Diego Lopez

1. Call to Order and Declaration of Quorum

Noting that quorum was present, Staff called the meeting to order at approximately 5:06pm.

2. Approval of Agenda

Moved by Frank Adamson

Seconded by Bea Clark

THAT the agenda for the November 17, 2021 regular meeting of the Summerfest Committee be adopted.

Carried

3. Declaration of Pecuniary Interest and General Nature

There were no pecuniary interests disclosed by any of the members present.

4. Approval of Minutes

The Committee approved the minutes from the November 3, 2021 Summerfest Committee meeting.

Moved by Julie Milligan
Seconded by Frank Adamson

THAT the minutes of the November 3, 2021 Pelham Summerfest Committee be approved.

Carried

5. Business Arising from Minutes

None.

6. Election of Chair and Vice Chair

Councillor Wink noted that he would be interested in the Chair position, if allowed. Frank Adamson noted that he would be interested in Vice-Chair if Councillor Wink would be Chair. Staff will discuss with the Town Clerk and report back at a subsequent meeting.

Moved by Bea Clark
Seconded by Remo Battista

THAT the Committee nominate Councillor Wink as Chair and Frank Adamson as Vice-Chair, if deemed permissible by Town Clerk, for the remainder of the 2019-2023 term.

Carried

7. Roles/Responsibilities

Staff discussed the following roles and their responsibilities. Committee members were assigned roles.

7.1 Entertainment Coordinator

Staff mentioned that they will reach out to a community member to gauge interest in them remaining the Entertainment Coordinator for Summerfest 2022. Discussion surrounded the securing the stage, AV team and the current contracts.

7.2 Sponsorship Coordinator

Remo is willing to continuing on in his role of Sponsorship Coordinator. The Committee discussed sponsorship packages, target audience, timelines and new sponsors. Staff will send Remo the sponsorship list. The Communication Specialist will assist Remo in creating a new sponsorship packages and report back to the Committee.

7.3 Marketing Coordinator

The Committee discussed whether the role of Marketing Coordinator should be done by an internal or external provider. The Communication Specialist will return to a subsequent meeting with a Communications plan for Summerfest.

7.4 Volunteer Coordinator

The Committee discussed the role of Volunteer Coordinator. Staff noted their access to the Town's volunteer database and Karen is willing to take on the role for Summerfest 2022. The Committee discussed that when more Committee members are appointed, a new Committee member can job shadow and assist in volunteer coordination.

7.5 Sunday Breakfast Coordinator

Frank volunteered to coordinate Sunday Breakfast.

7.6 Car Show Coordinator

The Committee discussed reaching out to a past Committee member to see if they would be interested in continuing to coordinate the Car Show. Frank will reach out and report back to the Committee.

7.7 Kids Zone Coordinator

Julie and John are willing to continue in the role of Kids Zone Coordinators. The Committee discussed potential credits the Committee has with different vendors. Staff will confirm credit and book for Summerfest 2022 as soon as possible. The Committee discussed budgets and public health regulations surrounding inflatables.

7.8 Vendor Coordinator

The Committee discussed the Vendor Coordinator role and that Staff were also involved within this role.

7.9 Active Zone Coordinator

Bea Clark will continue to coordinate the Active Zone.

8. Footprint & Layout

Staff updated the Committee on the layout of the Kids Zone and noted that the new trees in Peace Park will not impact the vendors. The Committee also discussed different options for the location of the stage. Vickie will inquire with the owner of the building that was used in previous years, to ensure that the stage could not be placed where it had been. Staff will continue to investigate other options for stage layout.

9. Entertainment

Staff updated the Committee that they have been receiving a number of inquiries from bands. The Committee stated the entertainment should be booked as soon as possible as bands are booking up. Staff noted that they are looking to have a line-up by the end of 2021. Staff will reach out to previous contacts and bring comparable budget from previous years. Staff will bring a mock line-up to the subsequent meeting. Staff has also confirmed the water wagon and the Niagara region for a few vendor spots. Staff updated the Committee that they will know the route, and scope of the torch relay for the Summer 2022 Canada Games for next meeting.

10. Media Promotions

Staff noted that in previous years, the Summerfest Committee has had an external contractor for media promotions. The Communications Specialist will put together a formal communication plan for Summerfest for a subsequent meeting. Staff noted that the Summerfest Twitter account was suspended last year but is now live again. The Communications Specialist recommended that the Committee moves forward with the external website. The Communications Specialist noted that she can support and is available if directed by the Committee.

11. Sponsorships

As noted in agenda item 7.2, Leah & Remo will discuss the Sponsorship package and report at a subsequent meeting. The Committee discussed the benefit to reaching out for sponsorships before the end of 2021.

12. Volunteers

Staff updated the Committee on their plan to send out save the dates early in the new year to service clubs and the community volunteer database.

13. Arches Update

Frank updated the Committee that he had a meeting with town staff and will be going before Council in December with an update on the status of the fundraising and the redesign. Frank will update the Committee during a subsequent meeting.

14. Costs of Unionized Staff

Staff updated the Committee that the only change in staffing costs would be when public works staff are working outside of normal working hours. Only a few tasks, like the opening of Pelham Street on early Sunday morning, would be the additional costs. Staff will meet with the director and manager of public works in regards to timing of the opening of closing of the street. Vickie will report more on this during the subsequent meeting.

15. Grants

Staff noted that they are always looking out for grant opportunities. Vickie will talk with the Town Treasurer regarding the Main Street Grant and if it's applicable to Summerfest. Bea is willing to help out if applicable.

16. Unfinished Business

None.

17. New Business

Staff confirmed that Summerfest 2021 will be July 14-17, 2021

18. Next Meeting

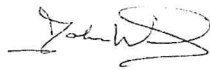
- December 8, 2021 via Zoom 5:00pm

19. Adjournment

Moved by Bea Clark
Seconded by Remo Battista

THAT this Regular Meeting of the Summerfest Committee be adjourned at 6:46pm.

Carried



Councillor John Wink, Chair



Karen Blake, Administrative Assistant