

Date: 8 December 2021

Time: 5:00PM

Location: Via Zoom

Attendance: Julie Milligan
Frank Adamson, Vice Chair
Bea Clark
Councillor John Wink, Chair
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, the Chair, Councillor John Wink, called the meeting to order at approximately 5:02pm.

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, as amended.

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 17, 2021 Summerfest Committee meeting.

Moved by Remo Battista
Seconded by Julie Milligan

THAT the minutes of the November 17, 2021 Pelham Summerfest Committee be approved.

Carried

5. Business Arising from Minutes

None.

6. Land Recognition Statement

The Chair updated the Committee that some other Committees of Council have adopted a land recognition statement at the beginning of each Committee meeting. The Committee discussed to have the land recognition statement added as a regular agenda item to the Pelham Summerfest Committee meetings.

Moved by: Bea Clark
Seconded by: Frank Adamson

THAT the Pelham Summerfest Committee will incorporate a land acknowledgement statement at the beginning at all future meetings.

Carried

7. Marketing & Communication

The Communications Specialist updated the Committee on her preliminary plan for the marketing and communication portion of Summerfest. Discussion surrounded funding, approach for promotions, community partners, vendors, sponsorships asks through social media, grant opportunities, as well as other promotional items such as rack cards, newspaper, billboard and screens at the Meridian Community Centre. The Committee discussed and agreed that there is no longer a need to use the billboards on Highway 20. The Committee also discussed

save the dates for vendors and for attendees starting December 2021 or early 2022.

8. Sponsorship

Remo is planning reaching out to sponsors shortly. The Communications Specialist will connect with Remo as she is reworking the sponsorship package. Staff will email Remo with past sponsors and sponsorship opportunities. Frank Adamson is also willing to assist in reaching out to new sponsors. The Committee discussed past sponsorships and Staff updated the Committee that all sponsorship money collected for Summerfest 2020 was returned.

9. Entertainment

Staff will be reaching out to bands shortly and let the Committee know that bands have been already reaching out. Staff will book same entertainers for Sunday as in 2019. Staff will have a preliminary line-up of bands for the subsequent meeting.

9.1. Indigenous Components

Staff updated the Committee that they are hoping to have a handful of Indigenous entertainers throughout Summerfest 2022 weekend. Staff noted that a requirement of the Torch Run is a Ceremonial fire. The Committee discussed different opportunities including a drum circle, dance circle, and a variety of Indigenous signers and entertainers.

10. Logistics

10.1. Layout – Stage Location

Vickie updated the Committee on her conversation with the owner of the building where the stage was previously placed. The owner has stated that Summerfest would not be able to use that space. The Committee discussed alternative locations for the stage, having multiple locations for bands, crowd control, AV technicians and electrical. This will continue to be discussed at a subsequent meeting. Staff will also reach out to the previous AV technician and ask for new contacts.

10.2. Stage Contract

Staff noted that there is still one year remaining on the stage contract and the company is willing to honour it. Staff has already reserved the stage for Summerfest weekend.

10.3. Niagara Inflatables Credit

Staff updated the Committee that Summerfest had a significant credit for inflatables at a local business. Staff, with input from Councillor Wink, placed an order for all rentals, including water elements and mini-putt, for Summerfest 2022 and still have a credit left. Staff will reach out to the business to discuss touch points and sanitization schedules.

11. Update on Committee Roles**11.1. Car Show Coordinator**

A previous Committee member is willing to continue his role with Car Show Coordinator.

12. Canada Games Torch Relay

Staff updated the Committee on the Torch Relay requirements including ceremonial fire and live music. The relay will be approximately 10-15km route with approximately 10-15 torch bearers. The Rotary Club is very involved and Frank updated the Committee that they will be holding a fundraiser with t-shirt sales. T-shirts are required to be purchased by participants running with the torch bearer. These t-shirts will be sold as part of the fundraiser. Rotary is responsible for volunteers. The Committee discussed route, timing, call for torch bearers through social media, and nomination process. Staff will bring the list of requirements to the subsequent meeting.

13. Arches Update

A Committee member updated the Committee on the Arches and the presentation to Council on December 20th including cost, new engineer, the timeline for approval and construction. The Committee discussed a federal grant that could be applicable to the Arches. Councillor Wink will

reach out to Frank tomorrow (December 9th) to talk about his presentation to Council.

14. New Business

None.

15. Next Meeting

- Tuesday January 18, 2021 via Zoom 5:00pm

16. Adjournment

Moved by Frank Adamson
Seconded by Julie Milligan

THAT this Regular Meeting of the Summerfest Committee be adjourned at 6:22pm.

Carried



Councillor John Wink, Chair



Karen Blake, Administrative Assistant