

Date: 3 February 2022

Time: 5:00PM

Location: Via Zoom

Attendance: 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: Julie Milligan

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 5:12pm.

1.1. Land Recognition Statement

The land recognition statement was read.

2. Adoption of Agenda

Moved by Bea Clark
Seconded by Remo Battista

THAT the agenda for the February 3, 2022 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 January 20, 2022 Summerfest Committee meeting.

Moved by Frank Adamson
Seconded by Bea Clark

THAT the minutes of the January 20, 2022 Pelham Summerfest Committee be approved.

Carried

5. Business Arising from Minutes

None.

6. Marketing & Communication

The Communications Specialist updated the Committee that the social media campaign launched today and runs for the next three weeks with a highlight on following public health regulations. She has been working on sourcing the official colours of the logo to be able to stay consistent on all Summerfest marketing and branding. Staff are also currently working on updating the Summerfest website and on a draft press release surrounding the Committee planning for Summerfest 2022.

The Communications Specialist met with Bill Gibson regarding the Car Show promotion which will be made to look like more of a cohesive part of Summerfest rather than a stand-alone event. Staff are working on the brochure, registration form and poster. Drafts of these components will be sent to Bill first and then sent to the Committee before printing.

The Committee discussed that rack cards would need to be available for the Homeshow weekend.

7. Sponsorship

The Communications Specialist noted that Bill Gibson had some contacts for sponsors specifically for the Car Show. Bill will share these with Remo. Remo then updated the Committee that he hopes to start contacting sponsors this week.

8. Budget

Staff updated the Committee on the budget which included costs that would be covered by the Reconnect Grant, if awarded. Staff shared their screen and broke down the budget to contracted services, promotion and advertising, materials & supplies, entertainments, and infrastructure. The Committee discussed the budget, adding an additional line for the Active Zone, entertainment costs, what the Reconnect Grant would cover, and what would change if the grant was not awarded.

9. Entertainment

9.1. Entertainment Line-up

The Committee discussed the proposed entertainment line-up and stated that they like to highlight local talent. The Committee noted that if local entertainment could not be found, the Committee could reach out to entertainment outside the region. The Committee discussed elevating Summerfest 2022 talent with some new and fresh bands and gave Staff a few names to look into. Staff will gather some choices for new entertainment and send samples of their music to the Committee prior to the subsequent meeting.

9.2. Pelham St. Elements

Staff updated the Committee on a couple ideas for interactive and large elements to place on Pelham Street to avoid bottle necking around the stage area. The Committee liked elements that attendees can walk under, felt like summer and draw the eye. The Committee encouraged Staff to request a quote on the mushrooms/flowers, the silver man and a custom-made photo frame.

10. Logistics

10.1. Site Plan

Staff presented the Committee with the 2019 site-maps of the festival areas. The Committee discussed changes that would have to be made including extending the licensed area on Friday and Saturday to the front of the municipal building, and putting up barriers Saturday night at the Fonthill library and plaza for the car show on Sunday.

10.2. Congestion on Pelham Town Square

The Committee discussed how to alleviate congestion on Pelham Town Square including having the screens and speakers on Pelham St, moving the seating and tables off of Pelham Town Square, and maintaining an accessible walkway to and from the Kids Zone. The Committee also discussed public health guidelines for outside festivals and how this may change by July.

10.3. AV Technicians

Staff noted that they have received quotes from a couple AV Technicians. Staff will contact the Bandshell Committee to see who they are using this season and contact our previous AV technician to see if they would be interested in working on Sunday. Staff will discuss what each quote includes and bring a recommendation to the subsequent meeting.

10.4. Sunday Breakfast

Staff updated that the sausages in 2019 were purchased from a local butcher shop. Frank will reach out there to inquire for this year.

10.5. Informal Quotation Requests for Craft Beer and Wine

Staff updated the Committee that the 2019 informal quotation requests were sent out in April. The 2022 requests will be sent out around the same time this year.

11. Canada Games Torch Relay

Staff updated the Committee that the relay will start late Saturday morning. The Committee discussed the timeline for the relay and entertainment. Staff will provide a route map for the subsequent meeting.

12. Arches Update

Frank updated the Committee on the timeline of the manufacturing and installation of the arches, fundraising efforts, sale of concrete pavers, and meeting with Town staff in regards to the building permit. Rotary was discussing having a booth at Summerfest for sale of t-shirts, pavers and

general promotion. Vickie will set up a meeting with Frank and the Town Treasurer to discuss the financial plan.

13. Reconnect Grant

Staff updated the Committee that the Reconnect Grant was submitted this week.

14. New Business

The Committee has asked for all documents that will be discussed during Committee meetings to be sent to them prior to.

15. Next Meeting

- February 17, 2022 via Zoom 5pm-7pm

16. Adjournment

Moved by Bea Clark
Seconded by Frank Adamson

THAT this Regular Meeting of the Summerfest Committee be adjourned at 6:45pm.

Carried


John Wink (Mar 28, 2022 09:31 EDT)

Councillor John Wink, Chair

Karen Blake

Karen Blake, Administrative Assistant