

MEETING DATE: Wednesday, March 11, 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)
Vickie vanRavenswaay (Director of Recreation, Culture & Wellness)
Marlene Ouwendyk (Resident)
Frank Adamson (Resident)
Bea Clark (PATC)
Carolyn Mullin (Social Media Marketer)
Todd Barber (Kame & Kettle)
Dave Beifuss (Kame & Kettle)

Absent with Regrets: Kelly Sauriol (Chamber of Commerce), Bill Gibson (Resident), Paul De Divitiis (Resident)

1 WELCOME

2 DECLARATION OF QUORUM AND CALL TO ORDER

The Acting Chair, Bill Sheldon, declared quorum and called the meeting to order at 5:37pm.

3 ADDITIONS TO THE AGENDA

- Emergency Plan

4 ADOPTION OF AGENDA

Moved by: Remo Battista

Seconded by: Frank Adamson

THAT the agenda for the March 11, 2020 Summerfest Committee Meeting be approved, as amended.

CARRIED

5 APPROVAL OF MINUTES OF PREVIOUS MEETING

Moved by: Remo Battista

Seconded by: Julie Milligan

THAT the Minutes of the February 12, 2020 Summerfest Committee meeting be approved, as presented.

CARRIED

6 ENTERTAINMENT

6.1 Main Stage – Friday and Saturday – update by Paul

Deferred until next meeting

6.2 Kids Zone – update by Julie

Julie updated the Committee on the Kids Zone entertainers, their availability and fees for Summerfest 2020. The Committee discussed the entertainers, and ensuring withdrawal dates with each entertainer. The Committee approved the entertainers and Julie will book them with the conditions of withdrawal dates.

6.3 Buskers – who is booking?

Deferred until next meeting

6.4 Sunday Music in Peace Park – who is booking?

Deferred until next meeting

7 MARKETING, COMMUNICATION & ADVERTISING

7.1 Ten Ideas for weekly story/article

Sally asked the Committee for an outline for 10 weeks of articles in the Voice of Pelham. The Marketing and Public Relations Specialist requested an outline highlighting different themes or new features throughout the 10 years of Summerfest. The Committee discussed themes, new features and additions to the festival throughout the years. Bea will work with Sally to develop an outline which they will bring to the subsequent meeting.

7.2 Niagara Dailies quote for banner ads

Sally updated the Committee with the quote for banner ads. The Committee approved the quote and Sally will move forward with booking these.

7.3 Rack Cards, Poster and Billboard

Sally passed the poster, rack card and billboard drafts around to the Committee. The Committee discussed changes they would like to see in terms of colour, style and layout. Sally will ask Marc (Marketing and Public Relations Specialist) to update. Sally will email the updated documents to the Committee to approve.

6.4 Niagara this Week banner ad/wrap

Sally updated the Committee on an opportunity with Niagara This Week to advertise on a wrap instead of a banner ad. Sally compared the costs of the different forms of advertising and the Committee discussed the differences and opportunities for digital advertising.

Motion Remo Battista
Seconded by: Julie Milligan

THAT in place of the Niagara This Week banner ad and the direct mailer, that the Summerfest Committee reserve a Niagara This Week wrap for early July.

CARRIED

6.5 Voice of Pelham Banner Ad

Sally updated the Committee on the cost of the banner ads for The Voice of Pelham. The Committee discussed and approved the cost. Sally will book these.

6.6 Country 89

Sally brought forward an inquiry from Country 89 about marketing Summerfest 2020. Discussion surrounded the fee, when they are present at the event, and prewritten scripts. Sally will begin correspondence surrounding expectations and attendance at the festival.

8 LOGISTICS**8.1 Stage Relocation**

Sally updated the Committee on the status of the stage location, including receiving approval from Niagara Region for the stage relocation. This will begin the process of planning for other logistics, including bar location.

8.2 Water Refill Station

Sally updated the Committee that the water refill station is not available for Saturday and Sunday for Summerfest 2020. Sally discussed some other options available. The Committee discussed the different options and the expectation of water at the festival. Remo will contact a local business to discuss options available through them.

8.3 Craft Beer & Wine RFQs

Sally asked the Committee who to send the Craft Beer and Wine RFQs to for Summerfest 2020. The Committee discussed the purpose of the RFQ.

The Committee decided to send out an RFQ for Wine and Cider. For Craft Beer, Sally will approach a local brewery to ask if they are willing to be the craft beer supplier for Summerfest 2020. Sally updated the Committee that Paul is in correspondence with both large beer suppliers for Summerfest 2020.

9. ACTIVE ZONE

Bea updated the Committee on the Active Zone and the activities planned for Summerfest 2020. After the next Pelham Active Transportation Committee (PATC), she will return with more of an update.

10. VENDORS

10.1 Kame & Kettle Festival Licensing:

Sally updated the Committee on the unique situation of Festival Licensing with Kame and Kettle due to their manufacturers' license. Representatives from Kame and Kettle came into the meeting to discuss opportunities for them to participate in festival licensing and asked about having a presence on Pelham Street. The Committee discussed mutual benefits, liability, and decided that if Kame and Kettle would like to participate in Festival Licensing, that the fee would be the same rate as a local food vendor. The Kame and Kettle representatives will discuss and report back to the Committee.

10.2 Early Bird Vendor Selection:

Sally distributed the early bird vendor applications via email prior to the meeting. The Committee discussed several vendors and their applications. Sally will reach out to a few to clarify logistics and product descriptions. The Committee approved most vendors. Sally will contact the approved vendors. Sally will bring a list of additional applications to the subsequent meeting.

11 SPONSORSHIP

11.1 Kelly updated the Committee via an email to Sally about the sponsorship status and a couple new potential sponsors. Remo stated that he has talked with a few additional local businesses.

11.2 Gold Level Sponsor request re booth:

Sally updated the Committee on a request by a Gold Level sponsor to use their assigned booth for to his wife's business. The Committee agreed to this request.

12 KIDS ZONE

12.1 Splash Pad: Remo updated the Committee that he is waiting on the plan and cost of the splash pad. The local business he is working with asked

if there is an alternative location that the splash pad could be. The Committee agreed that the best location would still be the municipal parking lot.

13 TEEN ZONE

Nothing to update.

14 CAR SHOW

Nothing to update.

15 SUNDAY BREAKFAST

Nothing to update.

16 VOLUNTEERS

Nothing to update.

17 REBUILD THE ARCHES

Frank and Bill S updated the Committee on the costs to the materials, the fundraising efforts, the manufacturing schedule and the additional unexpected costs. The Committee discussed the Council delegation and alternative solutions to the fundraising.

18 OTHER BUSINESS:**18.1 Emergency Plan:**

The Committee discussed the COVID-19 pandemic and the need to determine a withdrawal date with all contracts and entertainers. Vickie noted that there will be an emergency plan in place. Sally will look at the contracts that are already in place.

19 NEXT MEETING

Next meeting: **Wednesday March 25th at 5:30pm**

20 ADJOURNMENT

Moved: Frank Adamson

Seconded: Remo Battista

THAT the meeting of the Summerfest Committee, March 11, 2020 be adjourned at 8:28pm.

CARRIED

Acting Chair of Summerfest Committee
Bill Sheldon

RCW Administrative Assistant
Karen Blake