

Date: 20 January 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
Bill Gibson

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 5:02pm.

1.1. Land Recognition Statement

The Chair read the land recognition statement.

2. Adoption of Agenda

Moved by Bea Clark
Seconded by Frank Adamson

THAT the agenda for the January 20, 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 December 8, 2021 Summerfest Committee meeting.

Moved by Remo Battista
Seconded by Bea Clark

THAT the minutes of the December 8 2021 Pelham Summerfest Committee be approved.

Carried

5. Business Arising from Minutes

None.

6. Car Show

Bill Gibson updated the Committee on the Sunday Car Show including signage, promotional items, cost, registration and logistics. The Committee will discuss trophies at a later date. Bill will connect with the Communications Specialist regarding the promotional brochure and poster.

7. Marketing & Communication

The Communications Specialist updated the Committee that she has Summerfest social media content ready and asked the Committee when they would like to start promotion. The Committee discussed the launch date and agreed on beginning of February for the start of the social media campaign. The Committee discussed alternative promotional options to reach an older demographics and placing disclaimers on all Communications regarding public health regulations.

8. Sponsorship

The Communications Specialist also updated the Committee on the change to an online application form for sponsorships as well as the name changes to the sponsorship levels. The Committee discussed and suggested to put a link to the Pelham Summerfest website and mention Summerfest's FEO TOP100 Event awards on the application. The Committee also discussed businesses to reach out to for sponsorships, as

well as exclusivity. Remo will coordinate with Frank to discuss potential overlap in sponsors with the Arches campaign and will reach out to sponsors shortly.

9. Entertainment

9.1. Indigenous Components

Staff updated the Committee that they are currently seeking quotes and interest from Indigenous artists. Staff would like to feature indigenous artists at least twice during the event. The Committee agreed and discussed opportunities for indigenous components within the KidsZone area.

9.2. Preliminary Line-up

Staff shared a preliminary line-up of entertainers who are interested and available to perform. The Committee discussed the entertainment lineup, and adding a couple new artists in the line-up that have yet to play at Summerfest. Staff will reach out to other bands to change up the line-up from previous years. The Committee discussed the Torch Relay's timeframes, including COVID clauses in all agreements, and having a set entertainment line-up for the subsequent meeting.

10. Logistics

10.1. Layout – Stage Location

The Committee discussed potential placements of the stage location including stage delivery and tear down, entertainment loading and unloading location, electricity, bar location, and congestion. Discussion surrounding congestion will continue in a subsequent meeting when a tentative site-plan can be shown.

The Committee decided to work towards having the main stage in front of the Municipal Offices. The Committee was concerned that entertainers in Peace Park may be competing with the main stage entertainment as well as the congestion that might occur in front of the stage on Pelham Town Square. Staff will reach out to the owner of the building that was previously TD bank and ask to be able to use their parking lot space.

The Committee also discussed having to create an exciting element on Pelham Street to attract attendees to walk through the vendors. The Committee discussed having roaming entertainers, big inflatable

attractions as well as the addition of screens and speakers on Pelham St. This discussion will be continued at the subsequent meeting.

10.2. AV Technician Options

Staff updated the Committee that they have multiple quotes from audio visual companies and the companies have started asking for logistics. These quotes only included Friday and Saturday nights. Staff will ask the companies for Sunday as well and bring this back to the Committee.

10.3. Sunday Breakfast

Frank updated the Committee that a local maple syrup farm will supply the breakfast foods at cost and will report back to the Committee once he has final numbers. The Committee discussed who provided the sausages in Summerfest 2019. Staff will look into this and discuss at the subsequent meeting.

11. Canada Games Torch Relay

Staff updated the Committee that they are working with the Rotary Club and Canada 2022 Games on the Torch Relay route.

11.1. List of Requirements

Staff discussed what is required from the Town for the Torch Relay including road closures, residential communication, emergency services, and a timeslot on the entertainment stage. Staff noted there will be an open call for torch bearers and Staff will be on the Committee that selects the torch bearers for the Pelham leg.

12. Arches Update

Frank updated the Committee that the presentation at Council was successful. The manufacturer has been notified and should be on-site by June. The manufacturer is asking for 30% down. Staff and Frank will meet with the Town Treasurer to discuss the financial plan.

12.1. Letter of Approval

The Committee discussed the letter of approval from Council. Staff will meet with the Town Treasurer to discuss the resolution from Council and Main Street Grant application.

13. Reconnect Grant

Staff updated the Committee on an application that is being submitted for the Reconnect Grant that is focused on re-establishing events. The Committee discussed the eligibility, matching requirements and concerns over reliance on grants. Staff will apply and let the Committee know when they hear back about the application.

14. New Business

The Committee discussed when the informal quotation request should go out. This discuss will be deferred until the subsequent meeting.

15. Next Meeting

- February 3, 2022 via Zoom 5pm-7pm
- February 17, 2022 via Zoom 5pm-7pm

16. Adjournment

Moved by Frank Adamson
Seconded by Bea Clark

THAT this Regular Meeting of the Summerfest Committee be adjourned at 7:01pm.

Carried



Councillor John Wink, Chair

Karen Blake, Administrative Assistant