

Date: 14 June 2022

Time: 3:30 PM

Location: Hybrid Meeting, Main Level Meeting Room, Meridian Community Centre. Virtual option via Zoom.

Attendance: Councillor John Wink, Chair
Len Doyle
Daniel Klimowicz
Amanda Deschenes, Special Events and Festivals Programmer
Brianna Harford, Administrative Assistant
Karen Blake, Culture and Community Enhancement Programmer
Leah Letford, Communications Specialist
Samantha Pinckney, RCW Intern
Vickie vanRavenswaay, Director of Recreation, Culture and Wellness
Frank Adamson, Vice Chair
Remo Battista

Regrets: Paul DeDivitiis
Bea Clark, PATC

1. Call to Order, Declaration of Quorum & Land Recognition Statement

Noting that quorum was present, the Chair, Councillor John Wink, called the meeting to order at approximately 3:37 pm and read the land recognition statement.

2. Approval of Agenda

Moved by: Remo Battista
Seconded by: Daniel Klimowicz

THAT the agenda for the June 14, 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 of the May 24, 2022 Summerfest Committee meeting.

Moved by: Remo Battista
Seconded by: Daniel Klimowicz

THAT the minutes of the May 24, 2022 Pelham Summerfest Committee be approved.

Carried.

5. Business Arising from Minutes

None.

6. Critical Path – Amanda

Staff updated the Committee that the Critical Path has been updated since the last meeting and sections from April are still in progress. Staff noted that invoices will be sent to vendors this week. Staff also informed that the Niagara Regional Police has been requested. Amanda will follow up with the NRP tomorrow.

7. Budget and Grant Update – Amanda

Staff updated the Committee that more sponsors have been received and the entertainment spots are filled. Discussion followed on arranging further sponsors. Staff noted that an inquiry was made regarding the Reconnect Grant after the provincial election was over. The status of the Reconnect Grant is still unknown. Further discussion included the placement of the Summerfest screens on the street and securing more sponsorships.

Moved by: Len Doyle
Seconded by: Remo Battista

THAT the Summerfest Committee agree to spend up to \$10,000 on two large screens.

Carried.

8. Wine & Beer Providers – Councillor Wink

Councillor Wink updated the Committee that the beer provider has been confirmed. The Committee reviewed the beverages that will be sold. Councillor Wink updated that wine has been purchased from a local bottle shop. Karen will contact a local brewery to purchase beer.

9. Sponsorship – Remo

Remo updated the Committee that sponsors who have not paid will be contacted for payment. Remo mentioned there is one sponsor who will no longer be providing sponsorship. Discussion followed on the possibility of using Pelham Bucks as Summerfest prizes.

10. Committee and Staff Uniforms – Brianna

Staff updated the Committee that Summerfest t-shirts have been ordered for Committee members and will be shipped on June 30.

11. Entertainment

11.1. Main Stage Entertainment Line-up – Paul

Amanda updated the Committee that a local artist has been secured for the Sunday. Amanda will follow up with the Fire Administrative Assistant to confirm the attendance of Station 3.

11.2. Busker and Peace Park Entertainers – Amanda

Staff updated that the arrangements for busker entertainers are still in progress.

12. Vendor Application Review - Karen

Staff reviewed the vendors and confirmed with the Committee which vendors to proceed with. Staff also updated the Committee that more meat vendors have been contacted as well as two vendors from Thursday Summer Chill.

13. Volunteer Schedule Review – Brianna

Staff reviewed the volunteer schedule with the Committee and added Committee members to the schedule. The Committee discussed how to proceed with wristbanding individuals who will be purchasing alcoholic beverages. The Committee decided to only wristband individuals who appear to be under 30 years of age.

14. Marketing and Communication - Leah

The Communications Specialist updated the Committee that a specialized ad for one of the Sunday performers will be running in the media. A meeting with the local newspaper will be taking place to discuss a Summerfest article that will be appearing in the weekly paper. It was also mentioned that the social media outreach for Summerfest posts is continuing to grow.

14.1. Advertising Cashless Options

Staff updated that cashless options will be advertised on social media and promoted at Summerfest.

15. New Business

Frank updated the Committee that the arches will not be up for Summerfest, but are planned to be up for the Canada Summer games. Frank also updated that lawn signs for Summerfest are being sold, with the money going towards the arches. The Committee discussed selling these signs at the Thursday farmers market. Frank will contact Karen to arrange this.

16. Next Meeting and Location

Tuesday, June 21, 2022, 3:30-5:30 pm, Hybrid Meeting.

In person option:

Main Level Meeting Room, Meridian Community Centre
100 Meridian Way, Fonthill

Virtual option: via Zoom.

17. Adjournment

Moved by: Remo Battista
Seconded by: Daniel Klimowicz

THAT this regular meeting of the Summerfest Committee be adjourned at 5:29 pm.

Carried.



Councillor John Wink, Chair



Brianna Harford, Administrative Assistant