

Date: 21 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
Vickie vanRavenswaay, Director of Recreation, Culture and Wellness
Frank Adamson, Vice Chair
Remo Battista
Bea Clark, PATC

Regrets: Paul DeDivitiis
Samantha Pinckney, RCW Intern

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: Daniel Klimowicz

Seconded by: Bea Clark

THAT the agenda for the June 21, 2022 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 of the June 14, 2022 Summerfest Committee meeting.

Moved by: Frank Adamson

Seconded by: Len Doyle

THAT the minutes of the June 14, 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 not been updated since the last meeting as most items are ongoing.

7. Budget and Grant Update – Amanda

Staff updated the Committee that there have been no changes with sponsorship. Everything has been confirmed. There is still no update on the Reconnect Grant.

8. Wine & Beer Providers – Councillor Wink

Councillor Wink confirmed with Karen that the local brewery was contacted and the beer order was placed. Staff also confirmed that two local cider companies were contacted. One cider company confirmed their commitment. Karen is awaiting response from the second.

9. Sponsorship – Remo

Remo updated the Committee that one sponsor did not get back to him regarding sponsorship. Remo will follow up with another sponsor on Monday.

10. Entertainment**10.1. Main Stage Entertainment Line-up – Paul**

This was reviewed by staff during agenda item 7. Staff mentioned there was a conversation with Paul on the bands. Paul is connecting Amanda with each band to initiate conversation with Jeremy from ESI to make arrangements.

10.2. Busker and Peace Park Entertainers – Amanda

Staff updated the Committee that there was a meeting on site with PSI last week to discuss the possibility of video screens. It was confirmed that this will not work out. Instead, the busker stages will be amped up to have better quality sound. Staff also confirmed that everything is booked and confirmed for contracted services, while materials and supplies are still ongoing. Staff updated that an order was placed for beer koozies for the amount that was approved by the Committee in April. Discussion followed on the Summerfest shuttle. Karen will confirm with Liz that the shuttle will be placed on the corner of Welland and Haist.

10.3. Curling addition – Bea

Bea updated the committee that there was a meeting with the president of the Welland curling club. The president had been in touch with Curling Canada. They are interested in hosting a booth with an activity to encourage teens and young people to try curling. He is going to talk to two young ambassadors to get their ideas on activities that might interest teens. Karen will contact the president to assist with the set-up of the booth.

11. Vendor Application Review – Karen

Staff reviewed the map of vendors at Peace Park on the Saturday and Sunday of Summerfest. The Committee repositioned some vendors and discussed the placement of screens. Karen will make changes to the Saturday map.

12. Volunteer Schedule Review – Brianna

Staff shared their screen to show the Committee the updated volunteer schedule. Adjustments were made to Wristbanding shifts based on the Committee's decision to only wristband individuals who appear to be 30 of age or younger.

13. Marketing and Communication – Leah

The Communications Specialist updated the Committee that a 30 second promo video with sponsorship shout outs was just released on social media. This video was shared with the Committee. Staff also updated that the local newspaper had the first of four Summerfest articles in this week's paper. Staff mentioned that the interaction with Summerfest posts on social media is continuing to grow. Staff updated that promotional pieces with local radio stations will be released closer to Summerfest. Staff also noted that there is a Summerfest promo in a tourist booklet that will be displayed at ONroute locations across Ontario.

14. New Business

None.

15. Next Meeting and Location

Tuesday, June 28, 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.

16. Adjournment

Moved by: Daniel Klimowicz

Seconded by: Bea Clark

THAT this regular meeting of the Summerfest Committee be adjourned at 5:09 pm.

Carried.



Councillor John Wink, Chair

Brianna Harford, Administrative Assistant