



MARKHAM-MILLIKEN CHILDREN'S FESTIVAL COMMITTEE

May 29th, 2019
Council Chamber
5:30 P.M.

Attendance

Members:

Councillor Khalid Usman
Chelsea Wang
Diana Mousavi
Farwa Jafri
Jim Motton
Kitty Leung
Chelliah Killivalavan
Prem Kapur
Quiddie Cheung
Sunil Channan
Veronica Siu
Phoebe Ho, Finance Representative
Tasha Shahamat-Manesh

Staff:

Yvonne Lord Buckley, Corporate
Communications and Community
Engagement Representative
Jing Yu, Corporate Communications and
Community Engagement Representative
Craig Breen, Operations
Emma Girard, Corporate Communications
and Community Engagement Representative
Rebecca Cotter, Corporate Communications
and Community Engagement Representative
Ragavan Paranchothy, Corporate
Communications and Community
Engagement Representative
Renee Zhang, Corporate Communications
and Community Engagement Representative

Regrets:

Councillor Amanda Collucci
Councillor Isa Lee
Jermiah Vuejaratnam
Melissa Nicholas
Andrea Berry, Corporate Communications
and Community Engagement Representative
Brianna Gabbard, Recreation
Alex Sepe, Council/Committee Coordinator

The meeting of the Markham-Milliken Children's Festival Committee convened at 5:30 p.m. with Councillor Usman presiding as Chair.

1. Adoption of the amended Minutes of September 26, 2018 meeting of the Markham-Milliken Children's Festival Committee.

Moved By: Diana Mousavi
Seconded By: Quidde Cheung

That the Minutes of the September 26, 2018 meeting of the Markham-Milliken Children's Festival Committee be adopted as distributed.

Carried.

1. Staging and Entertainment

- Councillor Usman asked committee members to determine an area that they are interested in assisting with, and provide their choices next committee meeting.
- Jim Motton stated that it was difficult to hear throughout the grounds of last year's festival due to the noise of inflatables, persons, tents etc. He informed the committee that he would like to assist in developing the layout of the grounds for 2019.
- Emma Girard stated that last year's festival lost child protocol worked well.
- Last year's festival ran from approximately 10:00 a.m. to 7:00 p.m., the entertainment inside the community centre began at 11:30 a.m., the opening ceremony began at 11:30 a.m., the gazebo at the outside area ran from 10:00 a.m. to 7:00 p.m.
- This year the festival will take place at Aaniin Community Centre & Library on Saturday, August 24th 2019.
- Yvonne will do a site visit and determine what inflatables are required, and will spend in-line with the 2018 budget.
 - Trinela Cane stated that if there is additional room for more inflatables, then they should be considered in the budget.
- Crayola creates a 'pavement paint', a committee member will reach out and see if they can be donated.

Motion: The committee endorses the base budget of the 2018 as the amount to be spent on major areas of the 2019 budget, as confirmed by Veronica Siu.

Moved by: Councillor Usman
Seconded by: Prem Kapur

Carried.

2. Finance

- Veronica Siu gave a presentation outlining the 2018 festival budget.
- The cumulative deficit at the end of 2018 was (\$10,841).

- Councillor Usman said that the 2018 festival actual expenses/revenues will serve as an approximate 2019 budget.

2. Sponsorship

- Trinela Cane stated that the committee did a great job in 2018 to cut back costs. Initiatives like the Play-All-Day passes, the mix of entertainment at the community centre, and the availability of indoor space were helpful for making the event profitable. The festival also has an additional \$25,000 from Tim Hortons that will assist in offsetting costs.
- Jim said that he has one truck with LED screens. These screens can be used to sell advertisement space. If you sell approximately 13 ads then the cost of the truck rental is offset. The average cost per ad costs approximately \$125 to \$450 each.
- Diana Mousavi informed the committee that last year the committee advertised the festival through the York District school board by giving students take-home flyers. Emma Girard will help Diana with the 2019 flyer.
- Trinela Cane said that Tim Hortons will advertise the festival on electronic information screens inside York Region stores.

3. Operations

- Craig Breen provided the 2018 festival traffic control plan. Last year Street 'A' was a one-way street towards Middlefield Road. Vanni Avenue provided an entrance to Aaniin and a festival drop off spot. The fencing surrounding the library was useful in preventing people from stopping along 14th Avenue. The goal is to encourage pedestrians to cross along the intersections.
- Councillor Usman asked Craig if there were any issues last year
 - Craig said that the most common complaint was that people could not access the library to return books.
- Trinela informed the committee that there was also a volunteer last year that would take books from residents and return them to the library. Another challenge that arose last year was the need to reserve parking for residents that were at the community centre for swimming lessons.
 - Committee asked if we could fix this
 - Emma Girard said that it is not ideal to cancel swimming lessons on the day of the festival at this point, due to the lessons already being registered and if they were to be rescheduled there is a limited amount of dates available.
- Trinela stated that a recommendation based on last year's feedback was reserving one parking lot strictly for food vendors, and the other two parking lots would be used for the festival. Since parking was limited the shuttle bus was useful for attendees.
- Committee reached out to Mara Technologies along with the church to provide additional parking.
- Operations will look into parking at the vacant parking lot across the street owned by a local developer. Craig will report back to the committee.

4. Volunteers

- Emma Girard worked with Brianna Gabbard last year, partnering with **Happy Life Financial Services** Volunteer Sponsor, to provide and manage volunteers for the event. Emma stated this year that event no longer required external support for volunteer management. It will be mandatory for all volunteers and committee members to have their vulnerable sector check from YRP completed.
- Councillor Usman asked how many volunteers will be required for the event
 - Emma stated that last year there were over 100 volunteers.
 - Trinela Cane said that Tim Horton's TV may be a great option to advertise volunteer positions.
- The age requirements for volunteers is as follow:
 - 14 yrs with parental permission,
 - 16 yrs without permission.
 - 16 yrs+ is preferred though
- Diana suggested a recognition award (i.e. sticker, certificate) to encourage volunteers to work hard.
- Trinela Cane said that the strength of the team lead/section captains is a big factor in encouraging volunteers to work hard along with training.

5. Corporate Communications/Advertising

- Emma Girard informed the committee that Michael Blackburn will join the team this year.
- Last year advertising was done through the City's free assets such as electronic information boards (EIBs), marquees, social media and the website.
- This year's advertising will consist of photos and videography from the 2018 festival, repurposed into a sizzle reel.
- Councillor Usman questioned if a banner will be possible
 - Emma said that a banner can be erected if funding is available.
- If there are upcoming events at Aaniin, which can be a useful opportunity to advertise the event at. Rebecca will assist in creating information sheets at events.
- Jim has moveable billboards that can be put together for Canada Day, he also has billboard harnesses that can fit onto H-Frame signs.
- Mobile signs are part of the paid portion of the advertising campaign.

6. Website

- Emma Girard informed the committee that the website is up and running and it will continue to be updated at markham.ca/events and more directly markham.ca/childrensfestival.

7. Next Meeting Date

- June 19, 2019 at 6:00pm at the Aaniin Community Centre & Library.

8. Adjournment

That the Markham-Milliken Children's Festival Committee be adjourned at 7:15 p.m.

Moved By: Sunil Channan
Seconded By: Chelliah Killivalavan

Carried.

Note:

Subcommittee for committee members to join:

Main Stage entertainment within the Aaniin Community Centre

Children's Activities

Volunteer coordination

Play all day passes