



MARKHAM-MILLIKEN CHILDREN'S FESTIVAL COMMITTEE

MINUTES June 19, 2019 Meeting No. 2

Attendance

Members

Sunil Channan
Quiddie Cheung
Farwa Jafri
Chelliah Killivalavan
Kitty Leung
Jim Motton
Diana Mousavi
Chelsea Wang

Council

Councillor Amanda Collucci
Councillor Isa Lee
Councillor Khalid Usman

Staff

Trinela Cane,
Commissioner of Corporate Services
Rebecca Cotter, Corporate Communications
Emma Girard, Corporate Communications
Phoebe Ho, EA to Councillor Lee
Yvonne Lord Buckley,
Corporate Communications
Ragavan Paranchothy,
Corporate Communications
Tasha Shahamat-Manesh,
EA to Councillor Khalid Usman
Veronica Siu, Senior Business Analyst
Renee Zhang, Special Events
Bev Shugg Barbeito, Committee Coordinator

Regrets

Prem Kapur
Jermiah Vueyaratnam
Andrea Berry, Corporate Communications
Craig Breen, Operations
Brieanna Gabbard, Recreation
Jing Yu, Corporate Communications

The second meeting of the Markham-Milliken Children's Festival Committee convened at 6:10 p.m. with Councillor Khalid Usman serving as Chair.

1. WELCOME

Councillor Khalid Usman welcomed everyone to the meeting.

2. ADOPTION OF THE MINUTES OF THE MEETING HELD ON MAY 29, 2019

Markham Staff will provide revised minutes reflecting amendments.

It was

Moved by Chelliah Killivalavan
Seconded by Farwa Jafri

That the minutes of the Markham-Milliken Children's Festival Committee meeting held on May 29, 2019 be adopted as amended.

CARRIED

3. PLANNING FOR 2019 MARKHAM-MILLIKEN CHILDREN'S FESTIVAL

a) Staging and Entertainment

The Committee discussed options for entertainment. Jim Motton made a number of suggestions; it was recommended that he develop a proposal to review with Trinela Cane and Markham Special Events staff. There will be an indoor stage where entertainment suitable for children under age twelve years old will need to be scheduled for most of the day. Councillor Collucci will recommend some possible entertainers for consideration. It is thought that there are many local singing and/or dancing groups which may be interested. Yvonne Lord Buckley reported that it may be possible to schedule participants from the Markham Star Search contest, as well as entertainers scheduled for Canada Day events. Emma Girard noted that Yamaha School of Music also wishes to be part of the entertainment line-up.

It was advised that a subcommittee would be needed to contact entertainers, help coordinate the entertainment planning, and be on site on the day of the Children's Festival to ensure the entertainment line-up runs smoothly. Sunil Channan, Chelliah Killivalavan, Kitty Leung, Jim Motton, Councillor Collucci and Councillor Lee volunteered to serve on the subcommittee. Yvonne Lord Buckley will support and coordinate the subcommittee's efforts.

b) Finance

Veronica Siu, Senior Business Analyst, distributed and reviewed a detailed worksheet entitled *Children's Festival Preliminary Budget as of May 30, 2019* outlining the 2018 festival results and current festival financial position. The cumulative deficit at the end of 2018 was -\$10,841. She reviewed the report, advising that the 2018 Actual Expenses serve as the 2019 base budget, the budget allocations have been laid out by major categories, and expenses and commitments will be filled in as they are known. In response to questions, Committee members were advised that an increase in Security expenses is due to the YRP requirement to include a certain number of officers per the number of expected attendees.

The Committee discussed Play All Day Passes. It was noted that, in 2018, sales in advance of the Children's Festival were successful; however, overall sales were lower than expected primarily due to poor weather affecting day-of-event attendance and sales. The 2018 cost was \$10 per pass. It was noted that any increase in the price would need to reflect the fact that the Children's Festival is not meant as an opportunity to make profits but rather for children to have fun. After discussion, it was agreed that the 2019 price would be \$12; a discount of \$2 per pass, i.e. paying the 2018 price for the 2019 pass, will be offered if passes are bought in advance. Advance sales of the Play All Day Passes will begin soon and will be offered at other Markham events, such as 2019 Canada Day.

The Committee briefly discussed plans to reunite lost children with their family. It was reported that the process in place last year worked well: volunteers are trained to handle this type of situation, children are given special wrist bands, and announcements are made throughout the park. It was noted that, last year, there were only three lost children and each situation was resolved within minutes.

c) Sponsorship

It was reported that the Sponsorship target has been increased for 2019. Corporate Communications has a number of promising leads and fully expects that the target will be met or exceeded. Local businesses may sponsor the Children's Festival in exchange for appropriate recognition. Trinela Cane will arrange a meeting with Councillor Collucci, Councillor Lee, Councillor Usman and Michael (Mike) Freethy to discuss strategies for reaching the sponsorship target.

d) Operations

Yvonne Lord Buckley provided information about inflatable slides and mazes. Children with special needs will be given a different coloured wristband so that they will not need to stand in line for these activities. Volunteers will be needed to maintain line control.

It is hoped that volunteers will be recruited for the Arts & Crafts Committee.

A site visit of the Aaniin Community Centre will be conducted during the next meeting.

e) Volunteers

It was reported that the Volunteer Subcommittee members include Emma Girard, Brianna Gabbard, Diana Mousavi, Quiddie Cheung and Kitty Leung; Diane Mousavi will serve as Chair of the subcommittee. A message recruiting volunteers has been placed on the City's website; it was also suggested that ads be placed on Tim Hortons electronic information screens inside York Region stores and also be announced at Canada Day. Adults will need to be recruited to serve as team captains to manage the staffing of the various activity areas. Other volunteers may be children aged 14+; all must have YRP certification. Volunteer training will be scheduled approximately one week prior to the Children's Festival.

f) Corporate Communications/Advertising

It was reported that ads have been or will be placed in Markham Life, SNAP'D, and Markham Review. After the Canada Day events, other ads, the communications and social media plan, and general promotions such as mobile signs, posters and will be placed. Committee members also suggested advertising via the City bulletin boards and a mobile sign at the entrance to Milne Park at the Canada Day celebrations.

g) Website

It was reported that the website is active.

4. NEXT MEETING

The next meetings will be scheduled as follows:

- Wednesday, July 10, 2019 at Aaniin Community Centre
- Wednesday, July 24, 2019 at Markham Civic Centre
- Wednesday, August 7, 2019 at Markham Civic Centre
- Wednesday, August 21, 2019 at Markham Civic Centre

6. ADJOURNMENT

It was

Moved by Jim Motton
Seconded by Diana Mousavi

That the second meeting of the Markham-Milliken Children's Festival Committee adjourn at 7:45 PM.

CARRIED