



MARKHAM-MILLIKEN CHILDREN'S FESTIVAL COMMITTEE

**July 10, 2019
Council Chamber
5:30 P.M.**

Attendance

Members:

Councillor Khalid Usman
Councillor Amanda Collucci
Councillor Isa Lee
Diana Mousavi
Farwa Jafri
Jim Motton
Kitty Leung
Chelliah Killivalavan
Sunil Channan
Veronica Siu
Tasha Shahamat-Manesh
Chelsea Wang

Brieanna Gabbard, Recreation
Trinela Cane, Commissioner of Corporate
Services
Michael Blackburn
Anthony (Aaniin Community Centre)
Renee Zhang, Communications

Regrets:

Jermiah Vuejaratnam
Melissa Nicholas
Prem Kapur
Quiddie Cheung
Yvonne Lord Buckley, Corporate
Communication Representative
Emma Girad, Communications
Phoebe Ho

Staff:

Jing Yu, Corporate Communication
Representative
Craig Breen, Operations
Rebecca Cotter, Communications
Ragavan Paranchoothy, Communications
Andrea Berry, Communications

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

1. Adoption of the amended Minutes of June 19, 2019 meeting of the Markham-Milliken Children's Festival Committee.

Moved By: Sunil Channan
Seconded By: Kitty Leung

That the Minutes of the June 19, 2019 meeting of the Markham-Milliken Children's Festival Committee be adopted as distributed.

Carried.

2. Planning for Markham Milliken Children's Festival 2019

a) Site Visit

- Rebecca Cotter discussed the Aaniin Community Centre site plan from 2018.
 - Lot 1 (West Lot) will remain for vendor/performer parking. Parking lot 2 will remain for swimming lessons and community centre uses. Parking lot 3 will be the location of non-for-profit vendors.
 - Play all day wrist band area is delineated by the thick black line, housing activities such as air brushing, log mountain slide, spring free trampolines, picnic tables etc.
- A question as raised as to where the shuttle bus come from?
 - Rebecca said last year the Markham Civic Centre shuttle was put in place due to the festival taking place at the Civic Centre in 2017, the purpose was to provide convenience for festival goers whom may of not known about the location change.
- Councillor Collucci questioned how can we ensure people are only using the parking lot for swimming lessons, and not the festival?
 - Rebecca said that to get into parking lot one you will need to provide a staff or vendor pass.
 - Anthony informed the committee that 2 weeks prior to the 2018 festival, swimmers were given tokens as a parking pass and were instructed to leave the token on their dash board. Due to swim lessons being staggered, there is a reduced amount of people in attendance at one time.

b) Staging and Entertainment

Councillor Collucci provided an update regarding the following information.

- The inside stage opens at 12:00 pm until 7:00 pm.
- The list of entertainers from the 2018 festival will be used to invite previous performers for the 2019 festival. New potential performers for 2019 Tamil performers, magician, Zumba instructor).
 - Councillor Isa Lee said she supported the idea of inviting a martial arts group to the festival, however they will most likely come with a fee.
 - Diana Mousavai found a martial arts group that may be able to perform for free.
- Councillor Usman said the committee should look through the 2018 list of performers and determine which performers we would like to return.

- There is a screen above the stage which can be used during the performance and display sponsors.
- Andrea Berry said that Aaron Matthews was a great performer, with a large social media following. There was also a sister duo who won a national dance competition from 2017, that may be a performance option.
- At the 2018 festival the City created a banner for the side of the stage, which is available for use this year.
- Jim Motton can create sponsor videos for his LED video truck. He then questioned if there is a sponsorship package available to provide to potential sponsors?
 - Michael Blackburn informed the committee that there is a generic corporate sponsorship package available on the Markham website.
- Michael Blackburn stated that by next committee meeting they will have a headliner retained.
- Ragavan said that last year the outdoor stage was on from 11 -7 pm, music played the whole time and they had a host interacting with children.

c) Finance

Veronica Siu provided an update regarding finances.

- The grand total of 2018 was a deficit of \$10, 841.39.
- Committee will touch in with recreation on a biweekly basis to see how many passes have been sold and will update the committee accordingly.
- Veronica told the committee if any members have any invoices or revenue from potential sponsors incoming, to please inform the committee so she can update the budget accordingly.
- Councillor Collucci questioned what the network production costs were for, as outlined on the budget?
 - Ragavan said that network productions include –equipment rentals and staff involved in the production for the main stages

d) Sponsorship

- Mike Freely has been reaching out to the community and continuously pressing forward to try and meet advertising goals.

e) Operations

- Craig Breen said that Street 'A' will remain open, people can enter through 14th avenue.
- Rebecca said that last year there were 2 busses, one of which was located at Markham civic centre where service ran from 10 am – 7 pm, she recommends that no bus service be provided from the Civic Centre this year.

- Trinela Cane said that in 2018 the shuttle bus was provided by Miller Group and questioned if anyone has reached out for bus service this year?
 - Michael Blackburn said that Mike Freely has reached out to Miller to provide bus service for this year.
- Jing Yu informed the committee that they contacted Spring Free for toiletry.
- Rebecca said last year we paid St. Johns Canada for first aid, however, Scouts Canada is the more economical option. Last year we also had internal staff such as the life guards from the pool to provide first aid.

f) Volunteers

- Diana Mousavi is the chair of the volunteer subcommittee, she requested for every station to list how many volunteers they will need per activity, and how many adult volunteers will be required to watch over the younger volunteers.
- Andrea Berry informed the committee that every volunteer needs a vulnerable sector check regardless of age, including the committee members.
- Rebecca said that Tim Hortons will provide breakfast for the staff. The city also brought in lunch last year, this year they plan to do the same and were quoted approximately \$2062 before tax to pay for approximately 160 lunches. This quote is \$250 cheaper than last year's lunch.

g) Corporate Communications/Advertising

- Next year, at the City of Markham Canada day festival (2020) can set up a booth to sell passes for the children's festival.
- Councillor Isa Lee is there any possibility of reaching out to different ethnic media outlets?
 - Michael Blackburn said that the City is looking at different ethnic groups, and radio channel 105.9 where the festival will be advertised in different languages to attract different groups.
- Festival advertisements will be on Tims TV at different Markham locations.

h) Website

- Website is up to date and will continue to be updated as more information is made available, because the deadlines are so short it is ideal to update the website as quickly as possible

3. Other Business

- Next meeting will be at Aaniin Community, the site visit will occur after the meeting.
- Tentative Volunteer training day to be held on August 14, from 5:30pm – 7:30pm.

4. Future Meetings

The next meeting of the Markham-Milliken Children's Festival Committee will be held as follows:

- a. Wednesday, July 24, 2019 at Aaniin Community Centre
- b. Wednesday, August 7, 2019 at Markham Civic Centre
- c. Wednesday, August 21, 2019 at Markham Civic Centre

Adjournment

That the Markham-Milliken Children's Festival Committee be adjourned at 7:25pm.

Moved By: Diana Mousavi

Seconded By: Sunil Channan

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