



MARKHAM-MILLIKEN CHILDREN'S FESTIVAL COMMITTEE

July 24, 2019

Aaniin Community Centre

7:00 P.M.

Attendance

Members:

Councillor Khalid Usman
Councillor Amanda Collucci
Councillor Isa Lee
Farwa Jafri
Jim Motton
Kitty Leung
Tasha Shahamat-Manesh
Rabiah Usman
Chelsea Wang
Quiddie Cheung

Regrets:

Jermiah Vuejaratnam
Melissa Nicholas
Prem Kapur
Yvonne Lord Buckley, Corporate
Communications
Phoebe Ho
Diana Mousavi
Chelliah Killivalavan
Sunil Channan
Veronica Siu
Craig Breen, Operations
Michael Blackburn, Corporate
Communications
Brianna Gabbard, Recreation

Staff:

Jing Yu, Corporate Communications
Rebecca Cotter, Corporate Communications
Ragavan Paranchothy, Corporate
Communications
Andrea Berry, Corporate Communications
Trinela Cane, Commissioner of Corporate
Services
Emma Girard, Corporate Communications
Renee Zhang, Corporate Communications

The meeting of the Markham-Milliken Children's Festival Committee convened at 7:00 pm with Councillor Usman presiding as Chair.

1. Adoption of the amended Minutes of July 10, 2019 meeting of the Markham-Milliken Children's Festival Committee.

Moved By: Farwah

Seconded By: Chelsea

That the Minutes of the July 10th, 2019 meeting of the Markham-Milliken Children's Festival Committee be amended and adopted.

Carried.

2. Planning for Markham Milliken Children's Festival 2019

- a) Councillor Usman welcomed the committee to the Aaniin Community Centre.
- b) Staging and Entertainment
 - a. Main Stage (Indoors) & Fun Under the Gazebo (outdoor performance area)
 - Tasha Sahamat-Manesh, raised the question if the entertainment budget for 2019 has changed from 2018?
 - Councillor Usman said the entertainment budget will remain the same as 2018, adjustments can be brought forth to the committee.
 - Jim Motton mentioned a dance crew known as 'kicks', composed of children ages 12 and younger, they are gymnastic/dancers, they would cost approximately \$500-\$1000.
 - Andrea Berry informed the committee that there has been an additional sponsorship of \$5000 from a dental office, along with \$5000 from TD bank.
 - Rebecca Cotter, stated that the entertainment subcommittee met and reviewed the 2018 performers to determine which performers should return for 2019.
 - Rebecca Cotter further explained that performance time slots are broken down in approx.. half hour intervals with a 5 minute buffer at the beginning and end of each performance.
 - Ragavan would like to finalize the performers for 2019, and then determine if additional performers will be required.
 - Discussion regarding use of screen behind the main stage indoors. Staff advised that the screen will interfere with sponsor banners. Will not use screen behind main stage.
 - b. Free activities
 - Chelsea Wang is working on finalizing the free activities for the committee, however, the committee still needs two more volunteers to assist in this section.
 - As of now, free activities include; henna tattoo, button-making, crafts and technology.
 - Jim Motton said that '360 kids' is a youth organization which focuses on STEM and may be able to provide free activities, such as; robotics.
 - c. Play-all-day area
 - Rebecca Cotter has reached out to the inflatables company Adventure Mania to provide additional inflatables using the money re-allocated from airbrushing. The additional inflatables will be: an inflatable basketball game that can be activated

for three kids at a time, and a Carnival Games activity with 4 games. With these additions, there will be the festival will have a total of 10 inflatables/games on site.

- Emma Girard informed the committee that the City of Markham has begun selling play all day passes. 22 wristbands sold to date. In market earlier this year than 2018.

c) Finance

- Trinela Cane indicated that there is currently \$45,000 of sponsorship confirmed; Enbridge (\$5,000), Dentistry on 14th (\$5,000), TD (\$5,000), Tim Hortons (\$25,000), Yamaha (\$5,000).
- The sales goal of Play all day passes is \$18,600. Trinela emphasized prudence and a continued focus on gaining additional sponsorships. Indicated the \$18,600 in the budget as a place-holder revenue figure, off-setting budget bottom line. If this number is not obtained, will need to be offset with additional revenue sources or limiting of expenses.
- Councillor Collucci said that when retaining sponsorships the members should be encouraged to try and retain multi-year sponsorships.

d) Sponsorship

- Jim Motton said that the committee should look into creating sponsorship banners to hang at the community centre entrance.

e) Operations

a. Roads, Parking, Shuttle

- Rebecca Cotter said that Vanni Road and First Avenue will be made one way. The drop off area on First Ave will be maintained. The drop off area on Vanni will be eliminated to help with vehicle flow.
- Renee Zhang stated that Angus Glen will not be able to provide any golf carts as they have 3 tournaments on the festival date. Renee is looking into renting golf carts from different companies and was quoted \$1600 to rent four (4) golf carts for the day of the festival.
- Emma Girard mentioned Remington Golf Course may be able to provide golf carts as a sponsorship.
- Gervais Rentals will be the tent rental company again this year. The rental tent price is currently less than 2018 because fewer tents/different weights may be an option. Final requirements are to be determined and then final pricing will be reported.
- Nature's Call will provide the portable washrooms and perimeter fencing rentals again this year. On the fencing order we will receive a \$2000 in-kind sponsorship. This in-kind sponsorship is \$500 less than 2018. The total for fencing is \$2436+HST. The rental costs for washrooms is \$1740+HST.
- Milliken Community Centre is confirmed as the shuttle bus pick up location. This will be the only shuttle pick-up location for 2019.

- Miller Transportation was the transit provider in 2018, however there is no confirmation from Miller to provide busing for 2019. Renee received an additional quote for a bus service, the approximate cost for full day bus service is \$2750.
- Trinela Cane will follow up with Miller Transportation and determine if they can provide bus service and follow up with Renee.
- Renee advised that she is contacting the private parking lots property owners north of 14th Ave to request permission to use lots for offsite parking.

b. Safety & First Aid

- Rebecca Cotter said that staff are working on securing a sponsorship with Rescue 7, a local first aid and private paramedic service. If the sponsorship is secured, first aid service will be provided. Rebecca also advised she has contacted Scouts Canada as an alternative, has not heard back. The 2018 First Aid service was provided by Saint John's Ambulance until 5pm, and then City of Markham life guards from the community centre after 5pm. This can be the back-up plan for 2019.
- Rebecca advises that the security requirements for the festival have been booked with the City's security service, Paladin.
- Rebecca advises that the YRP Paid Duty police officers have been booked for traffic and foot patrol at the festival.
- Rebecca advises that staff will review the Emergency Management Plan for the festival, revise and update.

c. Vendors

- Jing Yu said that the committee has retained a total amount of \$3400 from food truck vendors, there is a total of four trucks and four vendors confirmed and paid. There is space available for four more trucks and many more vendors (tents).
- Rebecca Cotter said that staff are taking a targeted approach towards the vendors recruitment. Staff have generated a distribution list of 35 potential vendors which appeal to children and parents, such as; tutoring companies, pet companies etc.
- Jing advised that 2 non-profit vendors, and 6 for-profit vendors are confirmed.
- Ragavan mentioned contacting Halal food vendors.

f) Volunteers

- Emma Girard informed the committee that Markham has been advertising through eBlasts, the recreation data base, posters and signs to draw in volunteers.
- Andrea Berry said that all advertisements should highlight the need for a vulnerable sector check (VSC).
- Diana Mousavi was the sub-committee chair for the volunteers, she will no longer be involved with the committee.
- Phoebe Ho (Councillor Isa Lee Assistant) will now chair the sub-committee.

g) Corporate Communications/Advertising

- Emma Girard informed the committee that she took out a full page advertisements in Markham Life magazine, as well as; advertisements in Markham libraries, community calendars, social media programs and phone messaging for citizens calling into the city.
- A 'sizzle' video is produced for the festival, this will augment the committee's social media advertising and will cost \$2300. The sizzle video can also be used for future years.
- Promotional advertisements will be put on 105.9 radio station.
- More flyers for City of Markham campers will be sent out, there is approximately 8000 campers per week from now until the date of the festival. The flyers will feature a scannable barcode for augmented reality, once scanned it will appear on a phone.
- There is a possibility for ethnic media advertisement which will be discussed next committee meeting. Councillor Isa Lee will get in touch with local ethnic radio, and attempt to gain additional advertising.
- Trinela Cane informed the committee Xinflix has an agreement with the City of Markham to use data, she encouraged the committee to reach out to them and see if there are any means of advertising.
- Emma Girard said that 8x11 and 11x18 posters will be put up in community space.
- Jim Motton suggested the possibility of projecting using a projector on the Mount Joy Community Centre, Jim and Emma will discuss.

h) Website

- Emma Girard outlined that the festival is the home page banner on Markham.ca The website is continuously updated, including where to buy passes, location of the festival, bus pick up.

i) July 24 – Site Visit

- Committee members conducted a site visit at the Aaniin Community Centre led by Rebecca Cotter.

4. Future Meetings

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

- a. Wednesday, August 7, 2019 at Markham Civic Centre
- b. Wednesday, August 21, 2019 at Markham Civic Centre

Adjournment

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

Moved By: Chelsea Wang
Seconded By: Quiddie Cheung

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