



MARKHAM-MILLIKEN CHILDREN'S FESTIVAL COMMITTEE

August 7, 2019

**Markham Civic Centre – Canada Room
5:30pm**

Attendance

Members:

Councillor Khalid Usman
Councillor Isa Lee
Jim Motton
Chelliah Killivalavan
Tasha Shahamat-Manesh
Rabiah Usman
Chelsea Wang
Veronica Siu
Phoebe Ho

Jermiah Vuejaratnam
Melissa Nicholas
Prem Kapur
Yvonne Lord Buckley, Corporate
Communication Representative
Diana Mousavi
Sunil Channan
Craig Breen, Operations
Michael Blackburn
Councillor Amanda Collucci
Farwa Jafri
Kitty Leung
Andrea Berry, Communications
Brianna Gabbard, Recreation
Ragavan Paranchothy, Communications
Quiddie Cheung
Rabiah Usman

Staff:

Jing Yu, Corporate Communication
Representative
Rebecca Cotter, Communications
Trinela Cane, Commissioner of Corporate
Services
Emma Girad, Communications
Renee Zhang, Communications

Regrets:

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

1. Adoption of the amended Minutes of July 24th, 2019 meeting of the Markham-Milliken Children's Festival Committee.

Moved By: Jim Motton

Seconded By: Kitty Leung

That the Minutes of the July 24th, 2019 meeting of the Markham-Milliken Children's Festival Committee be adopted.

Carried.

2. Planning for Markham Milliken Children's Festival 2019

a) Staging and Entertainment

a. Entertainment/Performance Schedule

i. Main Stage (indoors)

ii. Fun Under the Gazebo (outdoor performance area)

- Rebecca Cotter provided a schedule of performances for the outdoor and indoor areas.
- Tasha Sahamat-Manesh informed the committee that the schedule is complete for the festival. The list provided to the committee is tentative and will be finalized in the coming weeks.
- Trinela Cane raised the question, of who will be invited from the Mayor's office? And if MC's have been retained?
 - Rebecca Cotter said that as of now there are three different Master of Ceremony, in addition there will be a land blessing from Susan Smoke, and the national anthem will be sung by the Youth Choir. The Mayor's office will invite members of parliament and provincial members of parliament.
 - A finalized run sheet will be circulated to the committee prior to the festival.

b. Free Activities

- Jing Yu stated that a volunteer has been retained for the technology zone, along with Quiddie and Teresa.
- Jim Motton mentioned 360 Kids, which is a science-oriented kids group whom offered to provide a free booth for the festival. The Unionville Milliken soccer club would also like to set up a space.
 - Rebecca Cotter, said that her team has been in contact with 360 Kids however, Rebecca would like to confirm that the committee wishes to proceed to allow both groups to attendee at no charge.

- Committee discussion regarding vendor fees, non-profit fees.
- Committee decision – both 360 Kids and Unionville Milliken soccer club can attend free of charge, if they provide engaging, hands-on children's activities
- Both activities will be placed inside the Play-All-Day Zone. Staff will follow up with both organizations to confirm.
- Councillor Isa Lee asked for Rebecca's team to contact 360 Kids and Unionville Milliken Soccer club to be invited to the 'event village'.

c. Play all Day Area (Inflatables, activities, etc.)

- Rebecca informed the committee that the inflatable vendors are confirmed, they are looking at options to 'fill in' some of the vacant space shown on the site plan.
- Inflatables budget is on target by foregoing airbrushing.
- Committee reviewed festival site map provided by Rebecca Cotter.

b) Finance

- Veronica Siu provided an update on the budget, as of now there is a negative budget variance of \$2, 073.18. Some of the items are based on the 2018 Festival 'actuals', the variance is expected to change as costs are finalized.
- Jim Motton mentioned a lens that could be put over a light fixture to showcase special advertisements on walls, they cost \$95 each. The committee will determine if this item will be initiated.
- Veronica mentioned that Police and Security is an area that is slightly more expensive than last year's estimate.
- In 2018, the majority of play all day pass sales occurred the day of the festival, the committee is hopeful that the same scenario will occur this year. The current cost of an all-day pass is \$10, the day of the festival they will cost \$12.

c) Operations

a. Roads, Parking, Shuttle

- Renee Zhang stated that Michael Freethy reached out to Miller Transit and they confirmed they will provide 2 busses for 2019 shuttle service.
- Michael has also reached out to Honda Canada, for ATV's in place of golf carts, the ATV's will be in-kind sponsorship; one ATV will be provided by Honda
- Two (2) parking lots around the Aaiin Community Centre have been retained for the festival.

b. Safety & First Aid

- Rebecca Cotter said 4 police officers and one sergeant will be present, they will assist in traffic control, at Middlefield and First Avenue and Middlefield and Vanni Ave. In addition, the officers will assist in patrolling the park for lost children.
- Scouts Canada was contacted for First Aid – no response; St. John's Ambulance provided services in 2018 for \$400 honourarium, Rebecca has applied for St. John's coverage again for 2019 – waiting to hear back; Back-up plan is to use Aquatics Staff from Recreation

c. Site map and layout

- Renee Zhang updated the committee that fencing has been secured.
- The site plan that was presented to the committee has been confirmed.

d. Vendors

- Jing stated that there are 22 vendors confirmed. The confirmed food vendors are; 2 ice cream, 2 BBQ, Halal food, Mexican Bowls.

d) Volunteers

a. Recruitment

- Emma Girad stated that all advertising for volunteers has been put out in the public, as of August 7th, 2019 there has been 27 volunteers retained.
- Jim Motton suggested reaching out to the Unionville Soccer Club and see if they can provide volunteers for the festival.
- Staff will reach out to SEAS organization – if they can provide volunteers, honourarium may be required
- Isa Lee brought up the idea of reaching out to the Power Unit and see if they can provide additional volunteers.
- Jing Yu said that there will be a volunteer rest/lunch area where the food will be catered into.
- Volunteer Training Session (Monday, August 12).

b) Meals

- Tim Horton's is providing food for volunteer/staff breakfast
- Lunch to be provided by Aaniin Café team – staff attended a taste test at Aaniin Café; meal will be sandwich, snack and beverage

e) Corporate Communications/Advertising

- Emma Girad informed the committee that posters are out, the 30 second promotional video is available on the Markham Website and they are currently working with Tim Hortons to feature the video.
- Jim Motton said he may go to local GO Stations and community areas with an audio-visual truck and project promotional materials for the festival.

f) Website

- Emma stated that engagement will be key at the site which will be done with augmented reality, images taken at the event will be broadcasted to the Markham website.

3. Other Business

- Trinela questioned if there is a weather contingency plan?
 - Rebecca Cotter informed the committee that because the festival is promoted as rain or shine, the festival will continue regardless. The inclement weather plan only goes into effect if there is thunder and lightning. If weather is too severe then the festival would be cancelled. All Emergency Response will follow protocols in Festival Emergency Management Plan.

4. Future Meetings

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

- Wednesday, August 21st, 2019 at Markham Civic Centre

5. Adjournment

That the Markham-Milliken Children's Festival Committee be adjourned at 7:00 pm.

Moved By: Councillor Khalid Usman

Seconded By: Chelsea Wang

Carried.