



MARKHAM-MILLIKEN CHILDREN'S FESTIVAL COMMITTEE

October 23, 2019

Markham Civic Centre – Canada Room

5:30pm

Attendance

Members:

Councillor Amanda Collucci
Councillor Isa Lee
Jim Motton
Chelliah Killivalavan
Tasha Shahamat-Manesh
Chelsea Wang
Quiddie Cheung
Rabiah Usman
Veronica Siu
Phoebe Ho
Kitty Leung
Sunil Channan

Brianna Gabbard, Recreation

Regrets:

Councillor Khalid Usman
Jermiah Vuejaratnam
Melissa Nicholas
Prem Kapur
Diana Mousavi
Craig Breen, Operations
Michael Blackburn
Farwa Jafri
Andrea Berry, Communications
Brianna Gabbard, Recreation
Ragavan Paranchoothy, Communications

Staff:

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

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 August 21st, 2019 meeting of the Markham-Milliken Children's Festival Committee.

Moved By: Pheobe Ho
Seconded By: Jim Motton

That the Minutes of the August 21st, 2019 meeting of the Markham-Milliken Children's Festival Committee be adopted.

Carried.

2. Committee Debrief of Markham Milliken Children's Festival 2019

a. General Feedback

- Weather at the festival played a large part in the festival being a success.
- In general, the committee was satisfied with the result of the festival.
- At the festival, staff gave out surveys to 100 respondents, the following are the results:
 - 58% - of respondents were aged 36-50 years old;
 - 54% - of respondents were first time attendees of the event;
 - 46% - of respondents indicated that 'inflatables' were the main reason for attending; and
 - 84% - of respondents rated the event 'very enjoyable' or 'enjoyable'.

b. Finance/Budget Update

- Total play-all-day passes that were sold advance of the event were 686.
- Total play all day passes sold the day of the festival were 1475.
- There were approximately 10, 000 guests in attendance.
- 2019 expenses were greater compared to 2018 however, the 2019 net surplus was greater than the 2018 deficit.

c. Sponsorship

- Sponsorship played a large role in the success of the 2019 committee. Sponsorship packages will also go out next year.

d. Staging and Entertainment

a. Main Stage

- Tasha informed the committee that there were some issues at the indoor stage. One issue was that the community group presentations were sometimes late for their scheduled time, next year it may benefit to have a rehearsal.

b. Fun under the Sun Gazebo

- Jim Motton said that there were two speakers facing one direction, they could have been reconfigured for better crowd interaction next year.

- c. Free activities
 - Free activities zone went well, some volunteers were more motivated than others. The committee noted that the button making zone was popular.

- e. Operations
 - a. Roads, parking, shuttle etc.
 - Parking was an issue for both vendors and performers. Parking enforcement was very lax with allowing people to park in the lot, resulting in some performers unable to find parking and showing up late.
 - Parking improvements/plan will be an item on next year committee's agenda.
 - The drop off zone was constantly busy throughout the day.

 - b. Safety and First Aid
 - No major issues with safety or first aid. Extra security guards were hired this year. Next year the committee will look at hiring additional safety staff for parking enforcement.
 - Lost child protocol worked extremely well, all lost children were reunited very quickly.

 - c. Site Map and Lay out
 - Site map worked to ensure all of the grounds were used throughout the site area.
 - One common complaint from attendees were the long line-ups for the inflatable rides.
 - The zip-line inflatable was the most popular inflatable, and the line was upwards of 3 hours at peak. Moving forward the committee should be mindful of the quantity of inflatables, the age group they are targeted towards and the turnaround time of each inflatable ride.
 - Perhaps next year there could be a sign that shows the wait time for an inflatable ride.
 - Trinela Cane brought up the idea of having entertainment like mascots, for those waiting in lines.

- f. Vendors and Volunteers
 - Lunch turnover is a typical challenge, where volunteers leave for lunch and sometimes don't return.
 - Some volunteers preferred to not have the provided lunch rather, they wanted to go to the food trucks.
 - There was a general consensus amongst the committee that a different catering option for lunch should be investigated for next year.

- Approximately a total of 75 volunteers.
- g. Communication/Advertising/Website Lessons Learned/2020 Opportunities
 - Communications put forth a lot of initiatives for the 2019 festival. For the 2020 festival communications will try to leverage media partners for sponsorship and support.
- h. Committee decisions required
 - a. 2020 event date
 - Tentative date: Second last weekend of August. (Aug, 22, 2019)

A Motion was put forth to determine the date of the 2020 Markham Milliken Children's Festival:

That the date for the 2020 festival be set as August 22, 2020.

Moved by: Chelsea Wang

Seconded by: Jim Motton

Carried

- i. 2020 vendor fee prices
 - The Canada day committee determined that the fee for the booth and food trucks remain at \$400 for the 2020 event.
 - This may be an opportunity to standardize the food truck and food booth fee for the 2020 Children's Festival at \$400 each, which would increase booth fee by \$50 and reduce the truck fee by \$100.
 - This may be an opportunity to bring more vendors and trucks to the festival.
 - The fees for not-for profit trucks/vendors will remain at \$200.
3. Other Business
- None
4. Future Meetings
- Meeting for the planning of the 2020 Markham-Milliken Children's Festival are recommended to be scheduled as follows:
 - February 2020
 - March 2020
 - April 2020
 - May 2020
 - June 2020
 - July 2020

- August 2020 – Meeting 1
- August – Volunteer Training Session TBD
- August – Meeting 2 (potential)

The following Motion was put forth regarding budgeting for the 2020 Markham Milliken Children's Festival:

That the Markham Milliken Children's Festival Committee give approval for committee members to secure goods and services for 2020 in line with the 2019 Children's Festival budget. The budget will be revised in 2020 based on committee approval to reflect projected revenue and costs.

Moved By: Jim Motton

Seconded: Quiddie Cheung

Carried

5. Adjournment

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