



**MARKHAM-MILLIKEN CHILDREN'S FESTIVAL COMMITTEE**

**February 5<sup>th</sup>, 2020**

**Markham Civic Centre – Canada Room**

**5:30pm**

**Attendance**

**Members:**

Councillor Amanda Collucci  
Councillor Isa Lee  
Councillor Khalid Usman  
Jim Motton  
Tasha Shahamat-Manesh  
Sunil Channan  
Prem Kapur  
Phoebe Ho

**Staff:**

Rebecca Cotter, Communications  
Trinela Cane, Commissioner of Corporate Services  
Veronica Siu, Finance  
Emma Girard, Communications  
Renee Zhang, Communications  
Jing Yu, Corporate Communication Representative  
Anthony Ierulli, Aaniin Community Centre  
Ragavan Paranchothy, Communications  
Andrea Berry, Communications  
Stephanie Bagnarol, Communications  
Bryan Gracan, Operations

**Regrets:**

Jermiah Vuejaratnam  
Melissa Nicholas  
Diana Mousavi  
Michael Blackburn  
Farwa Jafri  
Brianna Gabbard, Recreation  
Kitty Leung  
Chelsea Wang  
Chelliah Killivalavan  
Quiddie Cheung  
Rabiah Usman  
Michael Freethy  
Brianna Gabbard, Recreation

**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 October 23<sup>rd</sup>, 2019 meeting of the Markham-Milliken Children's Festival Committee.**

Moved By: Sunil Channan  
Seconded By: Jim Motton

That the Minutes of the October 23<sup>rd</sup>, 2019 meeting of the Markham-Milliken Children's Festival Committee be amended and adopted.

Carried.

**2. PLANNING FOR MARKHAM MILLIKEN CHILDRENS FESTIVAL 2020**

**A) 2020 Event Details**

- The event will take place on Saturday August 22, 2020, from 10 AM- 7 PM at the Aaniin Community Centre.

**B) Budget**

**1. Ticket Sales**

Veronica Siu

- Veronica Siu informed the committee that the 2019 actual and commitment expenses were \$63,393.45. Veronica explained that the increase in expenses in 2019, compared to 2018, is primarily due to more spending on marketing, signage and photography. The total revenue for the 2019 Children's festival was \$95,170.00. She noted that a large portion of 2019 revenue was due to the Tim Horton's advertising deal.
- Veronica Siu will create a new column for the 2020 budget based on the 2019 actuals.
- Wristbands:
  - In 2019, the early bird price for tickets were set at \$12 and ticket prices the day of were \$10.
  - For 2020, the committee determined that tickets the day of the event will be \$13, and early bird prices will be set at \$9.
  - Target wristband sales date is Monday, June 1, 2020
  - Wristbands will be sold at Community Centres

**C) Sponsorship**

- Emma Girad addressed the committee that any potential sponsors interested in sponsoring the 2020 Children's festival are to be passed onto Michael Freethy.
- 2020 is the last year of a three-year sponsorship contract with Tim Horton's however, a potential extension is currently being discussed.

#### D) Entertainment

##### 1. Main Stage – indoors

- Ragavan asked for interested committee members to join the Entertainment Subcommittee > Jim, Councillor Collucci, Councillor Usman, Prem indicated interest
- Ragavan will work with Tasha to schedule the meeting date for the subcommittee
- Andrea Berry encouraged committee members to communicate with Michael Freethy so sponsors will know which entertainers will be present.

##### 2. Fun Under the Gazebo – outdoors

##### 3. Staging/AV

#### E) Programming

##### 1. Inflatables

- 2019 inflatables order in on hold for 2020
- Renee Zhang is working with inflatables supplier to determine new options for 2020; discussion about Zipline
- Renee will provide to the committee a proposal for enhancements to inflatables for 2020, to include or remove zipline
- Trinela Cane mentioned that last year the zip line was very popular however, due to the long lines it may have deterred some people from using the ride.
  - Jim Motton mentioned hiring additional entertainment to occupy guests while they wait in line.

##### 2. Kids Activities

- All committee members were encouraged to continue exploring possible activities for children, i.e. games and company/sponsor activations.
- Jing Yu will connect with Quiddie to determine returning kids activities and look at new options

##### 3. Community Activities

- Stephanie Bagnarol of the Special Events Team was introduced to the Committee.
- Jim Motton indicated Unionville Montessori Robotics Club

##### 4. Vendor and City Booths

- Jing Yu stated that non-profit vendor booths will cost \$200.00 and for profit will cost \$400.00, register forms for booth sign up will be available online next week.

##### 5. Food Vendor/Trucks

##### F. New Ideas

- Stephanie Bagnarol has been investigating new entertainment options, which include:
  - Silent Disco Option – Attendees have headphones and listen to a DJ, or two DJ's, attendees can vote for their favorite.
  - Foam Pit – Foam machine will create an area where kids can play in foam.

- Presented opportunity to add 'inclusive' programming to children/youth at different skills levels – option: Volt Hockey Program

## F) Operations

### 1. Aaniin C.C

- Anthony Ierulli, from Aaniin Community Centre informed the committee that the Aaniin Community Centre is booked for the prospective festival date.
- Anthony will speak with Seniors Café in Aaniin CC to determine whether they will be open to sell coffee/snacks

### 2. Road Closure, Parking and Shuttle

- Bryan Gracan from Operations will assist the committee in road closure, parking and shuttle service this year. Based on the 2019 event, there is no anticipated changes to traffic flows, fenced-off areas and road closures.
- Rebecca Cotter will re-engage the same fencing supplier from last year.

### 3. Logistics (Fencing, Washroom, Security)

- Renee Zhang is continuing to work on logistics and will begin communicating with vendors and suppliers from last year, she will update the committee as information becomes available.

## G) Volunteers

### 1. Recruitment & Training

- Last year there was approximately 70 volunteers, one issue that arose was that with a high quantity of volunteers it becomes difficult to ensure each member is contributing.
- Each volunteer is required to undergo a Vulnerable Sector Check.
- The data base of 2019 volunteers will be used to reach out to volunteers for 2020.
- August – Volunteer Training Session date TBD – to be confirmed @ March meeting.
- 

## H) Communications & Promotions

### 1. Website/Social Media

- The 2020 festival website is live
- Website will be continuously updated as new information becomes finalized.

### 2. Promotions & Signage

- Councillor Usman mentioned that there should be signage throughout Aaniin Community Centre, to increase community knowledge and help boost advanced ticket sales.
  - The committee will look into signage options.
- Councillor Usman committed to providing 8 nimlock signs to be used for "Save The Date" signage in community centres in all 8 wards

- Pamphlets will also be provided to local schools prior to the end of the school year.
- Committee requested a monthly schedule/calendar of communications initiatives

### 3. OTHER BUSINESS

### 4. FUTURE MEETINGS

The next meeting of the Markham-Milliken Children's Festival will be held as follows:  
Recurring first Wednesday of each month at 5:30 pm.

- Wednesday March 4, 2020 – 5:30pm – 7:30pm
- Wednesday April 8, 2020 – 5:30pm – 7:00pm
- Wednesday May 6, 2020 – 5:30pm – 7:30pm
- Wednesday June 3, 2020 – 5:30pm – 7:30pm
- Wednesday July 8, 2020 – 5:30pm – 7:30pm
- Wednesday August 5, 2020 – 5:30pm – 7:30pm
- August – Volunteer Training Session TBD - to be confirmed @ March meeting.
- August – Meeting 2 - Potential

### 5. Adjournment

The Markham-Milliken Children's Festival Committee be adjourned at 7:15 pm.