



MARKHAM-MILLIKEN CHILDREN'S FESTIVAL COMMITTEE

March 4th, 2020

Markham Civic Centre – Canada Room

5:30pm

Attendance

Members:

Councillor Isa Lee

Jim Motton

Tasha Shahamat-Manesh

Rabiah Usman

Sunil Channan

Prem Kapur

Phoebe Ho

Trinela Cane, Commissioner of Corporate Services

Regrets:

Jermiah Vuejaratnam

Melissa Nicholas

Diana Mousavi

Michael Blackburn

Farwa Jafri

Brieanna Gabbard, Recreation

Kitty Leung

Chelsea Wang

Chelliah Killivalavan

Councillor Khalid Usman

Councillor Amanda Collucci

Andrea Berry, Communications

Stephanie Bagnarol, Communications

Brieanna Gabbard, Recreation

Staff:

Rebecca Cotter, Communications

Veronica Siu, Finance

Emma Girad, Communications

Renee Zhang, Communications

Jing Yu, Corporate Communication

Representative

Anthony Ierulli, Aaniin Community Centre

Ragavan Paranthoathy, Communications

Bryan Gracan, Operations

Michael Freethy

Quiddie Cheung

The meeting of the Markham-Milliken Children's Festival Committee convened at 5:40 pm with Councillor Lee presiding as Chair.

1. Adoption of the Minutes of February 5th 2020 meeting of the Markham-Milliken Children's Festival Committee was deferred to the following meeting.

That the Minutes of the February 5th, 2020 meeting of the Markham-Milliken Children's Festival Committee be amended and adopted.

Deferred.

2. PLANNING FOR MARKHAM MILLIKEN CHILDRENS FESTIVAL 2020

a) Budget

- Veronica Siu informed the committee that she created a 2020 budget which is based on the 2019 actuals. Any new expenditures should be provided to Veronica to update the chart.
- Rebecca Cotter stated that wristbands to go on sale June 1st, 2020, this will allow wristbands to be sold while kids are in school to receive notifications/flyers about the festival.

b) Sponsorship

- Michael Freethy stated that Tim Hortons is the 2020 Presenting Sponsor for the Children's Festival. Michael noted that the City is in discussions with Tim Hortons to renew sponsorship for 2021.
- Michael also outlined some of the in-kind sponsorship for the 2020 festival, which include; Miller Group (shuttle bus) and Natures Call Fence solutions.

D) Entertainment

1. Main Stage – Indoors

- Ragavan Paranchothy informed the committee that all 2019 mainstage entertainers will be returning for 2020.
- There will be six, 20 minute slots scheduled for entertainment.
 - Ragavan mentioned the potential of having an MC for the festival and have a community search to find a three potential MC's for the 2020 Festival. These people will serve as 'informal ambassadors' for the festival.
 - Trinela encouraged the committee to reach out to Allan Bell (2019 MC) to see if he was interested in 'passing on the torch' to the local community.
- Ragavan also spoke to the mascot provider from 2019 and the supplier mentioned that the cost would be reduced if volunteers would be willing to act as mascots.
 - Two Princesses will still be provided by the mascot supplier. The mascots will be substituted with volunteers to reduce cost.
 - Emma Girard mentioned that a similar approach was taken in the Canada Day event, and it served well to have additional entertainment.
 - The committee was generally supportive of this idea.

2. Fun Under the Gazebo – outdoors

- Ragavan noted that the mascots are part of the Fun Under the Gazebo. DJ Oliver has committed to attend the 2020 Festival.

3. Staging/AV

- Ragavan informed the committee that staging will be placed within the Aaiinn CC. The stage backdrop will be tested in advance of the festival.

E) Programming

1. Inflatables

- Renee Zhang reviewed feedback from the 2019 festival, the zip line was the most popular form last year. There are two new inflatable options for this year:
 - Option 1: Keep Zip Line and two double slides with an obstacle course. The obstacle course is great for different age groups of kids, and it has a higher occupancy to reduce lines. The cost will be \$200 more than the 2019 inflatable cost.
 - Option 2: Remove Zip Line, but replace it with more inflatable options. The zipline is costly and it takes up more space so this option allows for more inflatables.
 - This would include a long obstacle course, it would take up a lot of space and may not fit venue. The following inflatables would be provided:
 - A 'Snow Globe' would be added, people go inside and take pictures, the backdrop of the summer can be customized with a city of Markham backdrop;
 - An 'Interactive Playground' which can hold up to 8 kids at the same time, the festival will limit the time kids stay inside the inflatable;
 - '6-in-1' world sports games; and
 - Corn maze.
 - With this option there will be a total of 16 inflatables.
 - Rebecca Cotter mentioned that in 2019 there were long lines for different activities. To provide entertainment while waiting in line the City could implement a digital app known as "Kahoot", which is an interactive trivia app, where people download it for free and give away prizes.
 - Isa Lee argued that although the zip line is popular, it would be helpful to have more ride options for the community.
 - Trinela Cane mentioned that in 2019 there was criticism that there wasn't enough rides for small children. For example, the Zipline has long line ups and doesn't serve a lot of people.

- The committee supported inflatable option 2 over option 1.

2. Kids Activities

- Rebecca Cotter said that Stephanie B is working on inclusive initiatives. Some examples include: VOLT hockey that is a local community group that caters to the accessibility mandate of hockey and they will come to give free programming for accessible hockey, autism awareness groups have been reached out to as well.

3. Community Activities

- Jing Yu and Quidde Cheung have reached out to local community vendors, they will present more details at the next hearing.

4. Vendor and City Booths / 5. Food Vendor/Trucks

- Jing stated that 1 food truck has already paid, 4 vendors have already paid, the budget will be updated for next meeting. She also received 5 requests for ice cream trucks, a max of three will probably be the limit.
- Emma Girard said there will be a half page ad in the Markham Life magazine, she offered Jing to provide an advertisement spot to draw in vendors.

F) Operations

1. Aaniin C.C

- Anthony was not present, on his behalf Rebecca mentioned that they have discussed leveraging the community centre amenities for the festival, particularly the youth centre and swimming pool.

2. Road Closure, Parking and Shuttle

- Rebecca and Anthony will meet offline to discuss road closures. She also mentioned that they have begun researching off-site parking opportunities.

3. Logistics (Fencing, Washroom, Security)

- Renee said that fencing and washrooms have been secured from last year, these will be provided in kind.

4. Safety and Security

i) YRP Update

- Rebecca has been in contact with a contact from YRP, more updates to follow.

ii) Emergency Management

- An emergency plan for the 2020 Festival will be put in place in the coming months.

iii) First aid and Security

- St John ambulance will be in attendance.
- Paladin (Markham corporate) will be there from Friday to Sunday to help with setup all the way through vendor set up

Coronavirus Update

- Rebecca stated that staff and emergency management is in contact with public health, we will receive more info as weather gets warmer. To improve health and safety the committee will look for more hand sanitation, public health is a priority.

G) Volunteers

1. Recruitment

- Rebecca said that Stephanie B is working on volunteer training materials, as well as handouts for the 2020 Festival. Training registration should open approximately next week.

2. Training

- Thursday August 13, 2020 is the date of volunteer training, it will begin at 5:30 pm for 1 hour. Rebecca to confirm with Aaiinn CC to ensure they have availability.

H) Communications & Promotions

1. Website and Social Media

2. Promotions

a. Monthly Calendar

- Emma Girard provided a one pager to the committee outlining the 2020 marketing and advertising, a monthly calendar will be presented at next meeting.

b. Schools Promo

- Survey from 2019 – two best ways of advertising were through camp flyers and word of mouth

C. Signage

- Ads will be placed in Markham Life Magazine.
- Sizzle video will be used again – organic and paid messaging, prices on paid marketing will be revisited next year.
- E-Blast through Access Markham and members of council.
- Trinela Cane questioned if the committee will need additional t-shirts for 2020?
 - Rebecca mentioned that 2019 shirts were not saved.

3. OTHER BUSINESS

- Signs were saved from last year, these signs can most likely be reused for 2020
- Rebecca cotter mentioned that Markham won an award for the 2019 festival and won an award for Ontario's top 100 events in the province.

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.

- March 2020
- April 2020
- May 2020
- June 2020
- July 2020
- August 2020 – Meeting 1
- August – Volunteer Training Session TBD: This will be confirmed next meeting.
- August – Meeting 2 - Potential

5. Adjournment

The Markham-Milliken Children's Festival Committee be adjourned at 6:50 pm.