

Markham Milliken Children's Festival Committee

Minutes

June 13 2018

5:30 pm

Members: Councillor Logan Kanapathi (Chair), Saadia Zakki, Sean Wong, Quidde Cheung, Prem Kapur, Jonathon Tate, Yvonne Lord Buckley, Jing Yu, Michael Blackburn, Brieanna Gabbard, Trinela Cane, Diana Mousavi, Kethika Logan, Ryan Hanna.

Regrets: Melissa Nichols, Craig Breen, Andrea Berry.

Staff: Alex Sepe (Clerk).

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

Disclosure of Pecuniary Interest

- None disclosed.

Review of minutes from the May 23, 2018

- Carried by committee.

2018- Markham- Milliken Mills Children's Festival

Finance

- All invoices must go through Jonathan Tate for approval.
- Look for means of reducing the budget through any means and wherever possible.
- Sponsorship from Tim Horton's (\$25, 000) will be held in reserve to assist with the current deficit, the sponsorship money will be used to offset the current deficit. Current deficit is \$30, 000.
- Tim Horton's will provide free advertising throughout the area.
- Cost of booths for 2017: Not for profit \$405, Vendors \$505, for profit \$605. (Booths came with tent, table, chairs).
- Previously (2016) vendors brought their own tents, if tents are larger than 10 X 16 then vendors would need a building permit, and would require a 50 lb weight per leg. This year vendors will have to bring their own table/tent/booth, it was discussed inviting an inspector to come and inspect safety of tents.

Sponsorship

- Sponsorship package is currently being created. Tables, tents and generators for booths will need to be provided by the sponsor.
- Volunteer breakfast will be included via Tim Horton's, along with a coffee truck.
- Members will contact 2015/16/17 sponsor's to look for additional sponsorship money.
- Next Wednesday (June 20) sponsorship package's should be available.

Operations

- New location for the festival offers a lot of green space, in comparison to previous years where the festival was held in a parking lot.
- Committee members began to map out where the children's festival infrastructure (jumping castles etc.) will be located at the community centre. The green space next to the parking lot will be used to house the items.
- Members discussed fencing off the area that is wristbands only ensuring that all attendees come in through the main entrance.
- Possibility of closing the road, and using the nearby parking lot for food vendors only.
- At this moment it is not entirely sure what attractions will fit, however some members walked through the site with the inflatable toy provider to determine what is feasible.
- Idea brought up of having the non-profit/city booths located within a particular area.
- Booths may have to bring their own tent's etc. Booths currently pay the City of Markham \$300 for tents/tables/chairs.
- Looking into local artists providing arts & crafts for the festival.
- One member raised a concern that if the booths are dispersed throughout the site, then people may miss certain booths/attractions throughout the festival.
- Members discussed the possibility of dividing up the area according to zone- based off certain booths/sponsors/attractions.
- Next meeting members are encouraged to come prepared to discuss a particular theme so a particular theme can be followed. Possibility of theming the festival 'all around the world' to highlight the multi racial makeup of Markham.
- Should the inflatables be shut down at 6:30pm, looking at the possibility of showing a movies indoors. However, fire code inside the community centre would not allow for over 700 people inside the room.
- Festival running late would require City of Markham to feed volunteers etc.
- Extending the hours will be extremely costly, accessible funds are already limited.
- Hours this year: **10:00am to 7:00pm**. However, all vendors must leave the site by Saturday night of the festival.
- Next meeting, discuss and finalize hours of the meeting.

Proposal: Vendors provide their own logistics, Markham will create a set of standards to follow, Markham will also provide an inspector. The goal is that the revenue lost will be offset by an increase in vendors.

Cost proposal for 2018 – No tent/table provided and vendors must meet City of Markham Standards.

- Cost for profit booth \$400
- Cost for Not for profit \$200
- Cost for Food Vendor \$500

Volunteers

- Mrs Saadia Zakki will lead the volunteers along with Brieanna Gabbard.
- Committee member will investigate the possibility of having vulnerable sector checks done for free.
- Last year saw almost 220 volunteers; last year had a sponsor that brought roughly 100 volunteers.
- Markham Race Relations was interested in volunteering/partnering for the festival.
- Markham will use the volunteer system, Volunteer Management System.
- Based off last year, volunteers should be contacted earlier rather than later. Also the volunteer descriptions will be more vague allowing more time to draw in volunteers.
- Team will reach out before high school is let out for the summer.
 - Sending vague, mass e-mail to high schools to garner interest amongst students.
 - Will be sent out ASAP

Corporate Communications/Advertising

- Michael Blackburn: Pushed for children's festival to be put into "Markham Life" one season earlier, CN rail banner is now up, advertising in York Scene book that is sent to hotels etc., Children's festival site is not optimized for mobile devices. Once budget is confirmed the committee will be allocate specific money to advertising.
- Hash tag for the festival will be : **#MarkhamStrong #MarkhamFun #MarkhamProud**
- Possibility of exploring a new hash tag for the festival, more catered toward the children's festival. More options will be presented to the committee next meeting.
- Member interested in mailing out physical invitations, however it is dependent on the budget.
- Using the video from last year should be approved soon, however the logistics of which vendors are attending should be confirmed beforehand.
- Advertising budget 2017: \$17,700.
- Advertising proposal for this year is dependent on receiving funding from committee.
- Next meeting will present the 2018 budget. Waiting for the corporate event of July 1st which may allow more room for budgeting.
- Corporate communications does not have any budget to support the Children's Festival.

Staging and Entertainment

- Will have a better idea depending on the logistics of the stage. Passing a motion on the theme will provide a better idea of what specific items will be placed on stage.
- At this time it appears that the theme of the festival will be 'around the world'.
- City of Markham has staging equipment available (stereo system interior/exterior/ carry out speaker systems). Stage and stairs that are about a foot high, rectangular and circular stage are both available.

Theme: All around the world/ diversity.

Kethika Logan will sign off on invoices to ensure accuracy of amount charged. All invoices will be formally approved by Trinela Cane.

Next Meeting Date

July 4th 2018 – At Markham Civic Centre.

Adjournment

Committee adjourned at 7:25pm.

Kethika Logan Moved to Adjourn

Seconded by Astra Josie Rose.

Children's Activities

- Sean Wong
- Quidde Cheung

Finance

- Jonathan Tate

Volunteer

- Brieanna Gabbard
- Saddia Zakki
- Melissa Nichols

Entertainment

- Kethika
- Josie Rose
- Prem Kapur

Operations

- Diana Mousavi
- Yvonne Lord Buckley
- Jing Yu
- Ragavan Paranchothy
- Ryan Hanna