

Markham Milliken Children's Festival Committee
Minutes
July 4th 2018
5:30 pm

Members: Saabi Zakki, Diana Mousavi, Melissa Nichols, Jonathon Tate, Yvonne Lord Buckley, Jing Yu, Craig Breen, Andrea Berry, Brianna Gabbard, Trinela Cane, Emma Girad, Ragavan Paranthoathy.

Regrets: Councillor Logan Kanapathi (Chair), Sean Wong, Quidde Cheung, Astra Josie Rose, Kethika Logan, Prem Kapur, Michael Blackburn.

Staff: Alex Sepe (Clerk).

The Markham-Milliken Children's Festival Committee convened at 5:40 pm.

Disclosure of Pecuniary Interest

- None disclosed.

Review of minutes from the June 4, 2018

- Edits have been made, and resubmitted.

2018- Markham- Milliken Mills Children's Festival

A. Staging and Entertainment

- Possibility of having stage outside in Park Area. No Higher than 24 inches (using risers) can use already existing AV equipment, does not require third party engineering.
- Meeting with Markham officials to discuss which stage will be used indoor/outdoor at the community centre.
- Generators are required for inflatables; there is a concern over the noise generated from the main stage.
- Members discussed programming activities for children with special needs, the community centre has a multi-sensory room for children's with special needs.
 - Members will look into the feasibility of having access to the room for the day.

B. Finance

- Depending on layout of Community Centre there may be less need for inflatables, helping reduce costs.

- Opportunities for saving: eliminating the volunteer BBQ, less port-a-potties may be required since the meeting will be at the community centre.
- To balance the budget the festival requires over \$50, 000 in sponsorship. Last year saw a \$30 000 deficit.
- Need to sell wristbands as revenue offset tool to balance the costs of inflatables.
- Entertainment providers at the festival (e.g. inflatables) require insurance.
- Opportunity to increase commercial/for-profit sales vendors booths to \$500.
 - Idea of providing free 'swag' for the first few hundred wristbands.

C. Sponsorship

- Looking into the idea of having custom sponsorship (Daycare, Montessori's and Tutoring).
- Sponsorship goes from \$1000-\$20,000 – other denominations are possible via custom packages.
- Pricing needs to be \$1000 + for sponsorship packages- possibility of having a sponsorship category below \$1000.
- Rather than purchase a sponsorship opportunity, organizations can come and purchase a vendors booth.

D. Operations

- Operations will be low on staff during this event; the day of the event will only have two staff available for set-up.
- Operations will look into other departments to determine if they can get extra staff.
- Facility staff at the Community Centre may be able to assist festival set-up.
- Discussion regarding parking off site- most 'hard spaces' will be taken up by vendors/jumping castles- there is the danger of having moving cars around a large volume of children.
- Unsure as to where the wagon ride will occur, risk due to high volume of children/pedestrians walking around.

E. Volunteers

- Should develop a list of volunteers for this year, perhaps having a 'mature' volunteer for younger groups.
- Each volunteer will work 9 hours for the day.
- Each station has a ratio of staff members to volunteers.
- Some volunteers are currently retained from previous years/new signups. (30 volunteers as of July 4).
- Vulnerable sector checks will be required- \$25.00/per.
- Volunteer training will take place half an hour before the actual event begins.
- Emergency management plan was implemented for Canada day, discussion of implementing a similar plan for the Children's festival.

F. Corporate Communications/ Advertising & Website

- Website is up and running. Event featured in Markham Life.
- Advertising on Tim's TV will begin soon- free coffee provided on sight.
- Reaching out to municipal/provincial/federal representatives.
- Opportunity of having the Mayor sign off on the volunteer package.
- Press conference with local ethnic media will help cater to the local Asian community; this would be an opportunity for the community to experience the new community centre.

Next Meeting Date

July 18, 2018- 5:30pm -7:00pm

Adjournment

Committee adjourned at 7:15pm.