

Markham Milliken Children's Festival Committee
Minutes
July 18 2018
5:30 pm

Members: Andrea Berry (Acting Chair), Melissa Nichols, Jing Yu, Ragavan Paranchothy, Yvonne Lord Buckley, Craig Breen, Sean Wong, Prem Kapur, Kethika Logan, Mary Creighton, Jonathan Tate, Emma Girad.

Regrets: Quidde Cheung, Astra Josie Rose, Michael Blackburn. Saabi Zakki, Diana Mousavi, Brieanna Gabbard, Trinela Cane.

Staff: Alex Sepe (Clerk).

The Markham-Milliken Children's Festival Committee convened at 5:35 pm.

Quorum was not present at the committee.

Disclosure of Pecuniary Interest

- None disclosed.

Review of minutes from the July 4th, 2018

- Make edits.

2018- Markham- Milliken Mills Children's Festival

A. Finance

- Cumulative deficit of \$ 30 000.00, objective is to balance budget this year.
- Cost saving measures to be implemented (i.e. Main stage risers, Sponsors bringing their own tents and generators, entertainment budget will be reduced, postage not required for flyer).
- Telus sponsorship will be directed towards last year's deficit.
- Goal is to finalize budget next meeting.
- Member was concerned with the idea of cutting the entertainment budget by half, argued that cutting the budget may have a detrimental effect on the overall festival.

B. Sponsorship

- Sponsorship package will be displayed online soon.

C. Staging & Entertainment

- Stage: Utilizing gazebo area, using two-foot risers. Poles surrounding the gazebo provide an area to display banners.
- Grounds have been delineated to display the placement of certain inflatables etc.
- List of inflatable entertainment providers has been prepared. Committee will begin to choose which entertainers will be present at the festival.
- Activates catered towards autistic children i.e. multi-sensory room. Perhaps using it as a 'calm down' room for children's with special needs.
- Food vendors have not been confirmed, however speculative list as of right now: Raman soups, Hotdog stand, and two BBQ stands. Possibly Chatime and Booster Juice.
- Teepee may be located on the grounds during the festival, importance of keeping it unharmed.

D. Operations

- Concern of shutting down streets will limit attendee's ability to leave the facility at days end.
- Possibility of setting up a drop off zone across the street, attendees could use the intersection to cross the street to attend the festival.
 - Safety concern regarding crossing the street.
- Swimming may be an attractive component, however the pool has a capacity of **250 persons.**
- Member has reached out to the community centre; swimming pool will is not accessible with the children's festival wristband. Swimming pool will be pay per use.
 - Discussion of allowing wristband to access to pool, however access will occur in intervals e.g. 45 min swim times, throughout the 4 hours.
 - Members will discuss the swimming option next committee.
- Emergency protocol and exit strategy will be discussed further. Lanyard provided to staff and volunteers will display local emergency contact information. (i.e. Lost child procedure, weather, emergency etc.).

E. Volunteers

- Happy life has contacted the committee and stated they would provide volunteers.
- Committee is in agreement that last year had too many volunteers (200).

F. Communications/Advertising

- Exposure at the community centre opening event.
- Banner has been placed on the CN rail banner at 14th and Markham Road.
- Social media advertising has commenced.
- Advertised via two-page spread in the York Region tourism magazine.
- Tim Horton's screen advertising will be displayed soon.

- Video from last year will be turned into an advertising campaign, committee will reach out to summer student to create an advertising video.
- No press event, rather pursuing targeted media.

G. Website

- Sponsorship package will also be on the website shortly.
- Advertisement's will also be displayed on the website.

Next Meeting Date

August 1st 5:30pm- 7:00pm.

Adjournment

Committee adjourned at 6:50 pm.