

Markham Milliken Children's Festival Committee

Minutes

July 31st, 2018

5:30 pm

Members: Trinela Cane (Acting Chair), Jing Yu, Ragavan Paranthoathy, Yvonne Lord Buckley, Prem Kapur, Brieanna Gabbard, Michael Frankfort (Guest), Andrea Berry, Emma Girad, Kethika Logan.

Regrets: Quidde Cheung, Astra Josie Rose, Michael Blackburn. Saabi Zakki, Diana Mousavi, , Trinela Cane, Melissa Nichols, Craig Breen, Sean Wong, Mary Creighton Jonathan Tate.

Staff: Alex Sepe (Clerk).

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

Quorum was not present at the committee.

Disclosure of Pecuniary Interest

- None disclosed.

Review of minutes from the July 18th, 2018

- Passed.

2018- Markham- Milliken Mills Children's Festival

A. Staging and Entertainment

- Infusion entertainment will be one of the largest items on the budget.
- No balloon artist this year due to cost.
- No chairs around large cement steps at the community centre.
- Festival will start with a land acknowledgement, possibility of indigenous dance ceremony.
- The gym will act as a volunteer rest area/lunch area.
- Markham thunder will be present on the grounds, may sell merchandise.
- Entertainment has retained two princesses; committee will inquire if any super hero's are available.
- One member has banner 'poles' at home, the committee would print their own banner.
- Welcoming ceremony and land acknowledgement will begin at 11:30 am, entertainment will begin at 12:00pm.

- Green room will be set up for mascots and performers.
- Committee will look into local talent (i.e. School of Rock Markham, Long & McQuaide) to function as an in kind sponsorship.
- Accessible icons will be placed throughout site plan.
- No road closures are planned. There will be a reserved spot for a shuttle drop off.
- Fencing surrounding the site is a possible advertising opportunity.
- This year will not have the horse wagon or train ride due to site restrictions.

B. Finance

- Budget adjustments will reflect the \$ 31, 728.67 deficit.
- \$ 5000.00 (Telus) and \$ 25, 000.00 (Tim Hortons) will be held in reserve to assist in paying off the deficit.

C. Sponsorship

- Customized sponsorship packages will also be available if sponsors require a different packaging.
- Rain presents a risk for the inflatable/outdoor activity areas. If rain is present then wristbands will be refunded resulting in a loss of revenue.
- Tim Horton's would like to take videos at the event during the day, video would be used as a promotional tool. Committee will reach out to City of Markham legal department to discuss if allowed.

D. Operations

- Food trucks as of right now: 2 ice cream, 3 French fry/burgers/BBQ, 1 slushy.
- Booths will be able to sell merchandise.
- Tim Horton's and Enbridge will both have an 'activation' on site.

E. Volunteers

- HAPPY LIFE WEALTH MANAGEMENT will provide 150 volunteers, may provide t-shirts for all volunteers.
- 35 current volunteers enlisted, all will be vulnerable sector screened.
- Committee will go to HAPPY LIFE WEALTH MANAGEMENT to give an orientation to volunteers prior to the event.

F. Corporate Communications/Advertising

- Mobile sign in front of 3 different community centers.
- CN Rail banner (Markham Rd & 14th).
- York Region Magazine, Markham Life.
- Community Centers will receive posters.
- Sending out advertisements to children at City of Markham camps.
- Advertisement on 105.9 radio.

- Committee will send an E-Blast (email) to families enrolled in city programs (i.e. swimming).
- Committee will reach out to ethnic media.

G. Website

- Website is continuously updated to reflect changes with the event.

H. Emergency management

- Unionville Lions Club will be overlooking the inflatable area, two YRP officers will be patrolling the festival.
- When site plan is completed, the committee will send it to the fire response unit to formulate an evacuation plan.
- Committee discussed having volunteers watching over the main road or YRP to act as traffic management to mitigate j-walkers.
- Committee will discuss with roads department the possibility of closing the road.
- Sonia will develop a safety plan.
- Wristbands are branded for the day of the festival. Lost child protocol from the City of Markham will be implemented for the festival.
- Committee will retain St. John Ambulance for the festival, possibility of setting up a command centre.

Next Meeting Date

August 8th 2018 – 5:30pm-7:30pm.

Adjournment

Committee adjourned at 7:15pm.