

Markham Milliken Children's Festival Committee
Minutes
August 8, 2018
5:30 pm

Members: Saadia Zakki, Craig Breen, Emma Girad, Trinela Cane (Acting Chair), Jonathan Tate, Sean Wong, rhika Logan, Yvonne Lord Buckley, Jing Yu.

Regrets: Quidde Cheung, Astra Josie Rose, Michael Blackburn, Diana Mousavi, , Trinela Cane, Melissa Nichols, , Mary Creighton., Ragavan Parantho, , Prem Kapur, Brieanna Gabbard, Michael Frankfort (Guest), Andrea Berry,.

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 31st, 2018

- Approved.

2018- Markham- Milliken Mills Children's Festival

A. Staging and Entertainment

- Waiting for a few performers to confirm their attendance.
 - Magic Show
 - Guitar/Singer
 - Chinese Cultural Group
- Two fantasy fable princesses' will be in attendance.
 - This year is a 2 hour performance; last year was a 1.5 hour performance.
 - Request that the committee gives full payment by credit card prior to the event. Committee will use Andrea's credit card.
- List of performers and times will be finalized this Friday.
- Martial Arts performers requested a cash payment.
 - Committee prefers to pay by cheque the day of
- Committee needs to provide a list of performer invoices by Wednesday August 15th 2018.

- Staging will need to send signage requests to Andrea Berry before the event takes place.
- The Gazebo is a main area that will house the DJ. The DJ is playing top 40 and children's music.
- Milly will be located near the main stage and in the general area. Other mascots will also be located throughout the precinct.
- Opening ceremony 'run sheet', script/talking points will be prepared by committee member for 'Alan'.

B. Finance

- Current deficit is \$39,825.93. Committee estimates that the deficit should be nearly eradicated by the date of the festival.
- Large saving by not requiring a stage.
- Recent additions to the Gazebo include the Dj and interactive dancing, 'Fun under the Gazebo' saved roughly \$8,000.00.
- There will be no volunteer BBQ. No press conference, subsequently no catering will be required. No orientation lunch for volunteers.
- Committee requires \$1,000.00 for public notice flyers to distribute to over 13,000 campers over the next three weeks.
- Activity supplies is estimated to cost roughly \$1,400.00.
- Fencing will cost more than last year; toilets should cost less due to a sponsorship from natures call for \$2,500.00. Total saving of roughly \$3,200.00.
- Recommended to increase police to three officers, resulting in an additional \$800.00.
 - Extra police officer will assist with traffic on the main road, for attendees crossing the road.

C. Sponsorship

- \$1000.00 from Popular Books.
- \$1000.00 from Lindvest Homes.
- \$5000.00 from Enbridge.
- Sponsorships provided 'in-kind' will be required to provide a dollar amount for their service.
- \$5000.00 Telus and \$25,000.00 Tim Hortons will be used to offset previous year deficit.
- Only 19 vendor booths this year compared to 27 last year will result in a loss of revenue. However, by not providing tents the event will save money.

D. Operations

- Missing A-Frame signs that were used on Canada day. Currently only 7 available.

E. Volunteers

- 100 volunteers will be provided through HAPPY LIFE WEALTH MANAGEMENT, all volunteers will have their vulnerable sector checks.
- Volunteers will be directly supervised by City of Markham Staff, as per corporate requirements
- Gym at the centre will serve as the volunteer rest area.
- Orientation date for volunteers Wednesday August 22, 2018.
 - Orientation is planned for 7:00pm after the regular committee meeting at the City of Markham council chambers.
- Brianna should have access to “Better Impact” to attain the list of volunteer positions for the event.
- Volunteers will be required from 8:00am – 8:00pm.
 - Volunteers will be required to check-in prior to the event, committee will set up a check-in area
 - Volunteers will also assist in cleaning up the grounds/centre after the event
- Ensure there is a good size selection for volunteer t-shirts, HAPPY LIFE will be securing the t-shirts

F. Corporate Communications/Advertising

- Posters are in circulation.
- Ads are continuing on the local paper.

G. Website

- Festival is the #1 post on the City of Markham carousel.

H. Emergency Management

- Follow up with Sonia to discuss alternative scenario plans.

Next Meeting Date

August 22nd 2018 – 5:30pm-7:00pm.

Volunteer Training to follow regular committee meeting, 7:00pm-9:00pm.

Adjournment

Committee adjourned at 7:00 pm.