

Markham Milliken Children's Festival Committee

Minutes

September 27, 2017

6:00 pm

Members:

Councillor Logan Kanapathi, Chair, Masud Sethi, Kethika Logan, and Susan Samuel

Regrets:

Shelly Srivastav (leave of absence), Susan Samuel, Mellissa Nicholas, Christina Kim, Kethika Logan, Peter Deboran, Sean Wong, Michael Blackburn, Communication Advisor, and Saadi Zakki

Staff:

Trinela Cane, Commissioner of Corporate Services, Yvonne Lord-Buckley, Events Supervisor, Jing Yu, Events Administrator, Jonathan Tate, Senior Business Analyst, and Laura Gold, Council/Committee Coordinator

The Markham-Milliken Children's Festival Committee convened at 6:20 pm with Councillor Kanapathi presiding as the Chair.

1. Opening Remarks

Councillor Kanapathi, Chair of the Markham-Milliken Children's Festival thanked the Committee for its hard work in the planning and execution of the 2017 Festival.

2. Review of the 2017 Children's Festival Committee

The Committee provided the following feedback:

Volunteers

- Had more than 300 volunteers this year, 298 registered through Volunteer Impact
- Thought the high number of volunteer was due to providing the vulnerable sector check for free to students 17 or younger
- Need to improve the volunteer orientation
- Need to prepare younger volunteers to take on more of a leadership role
- Some volunteers were wondering around without jobs
- Do not need to have all volunteer descriptions in Volunteer Impact – easier to assign roles at the orientation
- Suggested booking a meeting with Mary Creighton's team to learn how the Committee can better utilize the Better Impact database to recruit volunteers
- Looking into whether students 17 and under require a vulnerable sector check – follow up with Andy Taylor and the Police Chief

- Needed more volunteer t-shirts and more sizes of the t-shirts
- Need to arrange date for the volunteer recognition day – Maria Joachim will coordinate a date with Yvonne Lord Buckley
- Suggested booking the volunteer recognition day earlier next year
- Need to better organize the volunteer registration by : having more lists sorted both alphabetically and by position; having more Committee Members helping; and being ready for the registration prior to the start time
- Cut off volunteer enrollment a week prior to the event if possible

Staging & Entertainment

- Thought staging and entertainment went well
- Thought focusing on children's entertainment was a successful strategy
- Need 1 or 2 more adult volunteers to help with the staging next year
- Had families watching the entertainment throughout the day
- Possibly spread the mascots out next year to draw people to other areas of the festival
- Create photo opportunities with the mascots
- Liked the new Milly mascot – some improvements to the costume will be made for next year

Children's Activities

- Animal rides were very popular
- Some of the inflatables were for bigger kids, overall they were very good
- Adventure Mania was very easy to work with
- Tent arrangements worked well for the children's activation

Operations

- Set-up and take-down went very smoothly this year
- Thought the washrooms were well located and worked well this year
- Thought street signs were much more visible this year
- Need to make ticket booth more visible next year– suggested using a coloured tent
- Thought the clean-up after the event went very well
- Thought the security of the event was very well managed
- May want to mix up the activities to try and spread out the crowd next year
- Need more way finding signs/posters
- Will hold next year's event at the new Community Centre

Vendors

- Some of the food vendors did not do well, possibly due to the weather or because there was more free food being given away at this year's festival
- Less vendors overall
- Liked that all vendors had an activity
- Suggested having more food vendors next year and selling food tickets

Finance

- Improve process for processing invoices
- Sold 70 less wrist bands this year, but still sold enough
- Sponsorship of the event was very good this year
- Get a Celebrate Markham Grant every year, but the Children's Festival was not eligible for a Canada 150 Grant or for a Federal Grant staff tried to get

Committee

- Should require Committee Members to be available for the whole day of the event
- Asked for someone from the Recreation Department to sit on the Committee next year

Promotion

- Need more visibility for webpage
- Start promoting event earlier
- Try advertising the Canada Day event and Children's Festival together

3. Next Meeting Date

The Committee agreed to meet in early November to review the 2017 budget results and to make some decisions for next year's festival with the goal of getting an early start in the planning and undertaking of the 2018 Children's Festival.

4. Adjournment

The meeting adjourned at 7:30 pm.