

Markham Milliken Children's Festival Committee

May 25, 2017

5:45 PM

Canada Room

Attendance:

Members:

Councillor Logan Kanapathi, Chair, Masud Sethi, Christina Kim, and Susan Samuel

Regrets:

Kethika Logan, Peter Deboran, Shelly Srivastav (leave of absence), Saadi Zakki, and Kaushi Rajah, Assistant to Councillor Kanapathi

Staff:

Trinela Cane, Commissioner of Corporate Services, Sara McMillen, Senior Manager of Communications & Community Engagement, Yvonne Lord-Buckley, Events Supervisor, Craig Breen, Supervisor, Roads, East, Zack D'Souza, Events Administrator, Yu Jing, Events Administrator, Jonathan Tate, Senior Business Analyst, and Laura Gold, Council/Committee Coordinator.

Item	Discussion	Action
1. Opening Remarks	The Markham-Milliken Children's Committee convened at 6:05 pm with Councillor Kanapathi presiding as Chair.	
2. Approval of the Minutes	Moved by Susan Samuel Seconded by Masud Sethi That the March 29, 2017 Senior's Hall of Fame Minutes be approved as presented. Carried	
3. Event Undertaking	a. Roles & Responsibilities Sara McMillen, the new Senior Manager of Corporate Communications & Community Engagement was introduced to the Committee. She will be the 2017 Corporate Communications & Community Relations representative on the Committee. The Committee welcomed Sara to the Committee.	

Item	Discussion	Action
	<p>b. Staging and Entertainment</p> <p>Yvonne Lord-Buckley reported that the mobile stage has been secured for the event. Councillor Kanapathi confirmed that Kethika Logan will continue to lead the Staging & Entertainment Sub-Committee this year.</p> <p>c. Finance</p> <p>Jonathan Tate, Senior Business Analyst reviewed the 2016 Markham Milliken Children's Festival Committee budget. Some of the items that were over budget last year were the entertainment, cleaning services, and volunteer food and t-shirts. The overall surplus from the 2016 event was \$4,245.</p> <p>The 2017 Committee will start the year with a \$2,098 deficit due to a deficit that was accumulated over two years, as a result to the festival being rained out. The Committee has been paying back the deficit over the past two years.</p> <p>The Committee decided to build a more realistic budget rather than base it on the previous year's budget. Jonathan Tate, Trinela Cane and Sara McMillen will meet to prepare the 2017 budget and report back at the next meeting.</p> <p>The Committee discussed whether it should continue to pay for professional cleaning services or go back to having the volunteers clean. A Member suggested consulting Claudia Marsales on how to improve the waste management at the event. Staff suggested continuing with the professional cleaning services.</p> <p>The Committee discussed whether it should continue to have two shifts for the volunteers, as this increased the number of volunteers needed last and the cost of volunteer food and t-shirts.</p> <p>Moved by Christina Kim Seconded by Masud Sethi</p>	<p>Meet to set up the 2017 budget for festival – Jonathan Tate, Sara McMillen, and Jonathan Tate</p> <p>Consult Claudia Marsales on how to improve the waste management at the event – Yvonne Lord Buckley</p>

Item	Discussion	Action
	<p>That Trinela Cane and Logan Kanapathi have signing authority for the Markham-Milliken Children's Festival Committee expenses.</p> <p style="text-align: right;">Carried</p> <p><u>Sponsorship</u></p> <p>Trinela Cane suggested that the sponsorship package be sent out early this year, as there is lots of competition for sponsorship dollars this year due to it being Canada's 150th birthday.</p> <p>The following sponsors have already been confirmed for the event:</p> <ul style="list-style-type: none">• McDonalds – volunteer breakfast and coffee truck• Spring Free Trampoline – in-kind sponsorship – having the trampoline's at the event <p><u>Operations</u></p> <p>Yvonne Lord Buckley reported that she is looking at using a new supplier for tents, tables, and chairs. The supplier includes the set-up and take-down of these items in the price. The supplier also has different colour tents, which will provide more of a festival feel. Vendors could possibly be charged a set-up and take-down fee. Smaller tents will likely be used for this year's festival so the children can line up for the activities outside of the tent. Quotes for the tables, chairs and tent, and the site plan will be presented to the Committee at the next meeting.</p> <p><u>Parking</u></p> <p>Jing reported that the Unionville High School parking lot will not be available for the VIP parking this year. Some of the parking lot across the street could be sanctioned off instead.</p> <p>Two organizations that provided alternate parking last year will be unable to provide their parking lot this year. Also, IBM could only provide 99 parking spot for \$99. They are also requesting that the City sign a contract. Trinela Cane suggested asking</p>	<p>Send out sponsorship package as soon as possible – Sara McMillen</p> <p>Present quote for tables, chairs, and tents and site plan at next meeting – Yvonne Lord Buckley</p>

Item	Discussion	Action
	<p>Stephen Chait to discuss the matter with IBM.</p> <p><u>Vendors</u> The Committee discussed only having vendors that are providing services that benefit children and that will have an activation that is fun and engaging for children. It was noted that the Committee could have more inflatable if it had less vendors. No decision was made on this matter.</p> <p>Trinela Cane noted that the City is trying to be more strategic with respect to having staff at events. Only City booths that were well received by festival attendees should be asked to have a booth at the festival this year. The Committee thought that festival attendees liked Fire & Emergency Services, Recreation, Library Services, and the Sustainability Office at the event. Trinela Cane will speak to Graham Seaman about having these staff groups attend the festival.</p> <p><u>Volunteers</u> Councillor Kanapathi reported that Kaushi Rajah will lead the Volunteer Sub-Committee again this year. Last year the Committee had about 200 volunteer. This number can be reduced if the Committee decides to go back to having one volunteer shift. It was noted that many volunteers signed up for two shifts and that having the one shift reduces the need to train a second volunteer.</p> <p><u>Corporate Communications & Advertisement</u> Sara McMillen asked the Committee what type of advertisement and promotion worked well for last year's festival. The Committee thought the signs, advertisement in the <u>Economist & Sun</u>, and postal walk were effective. Councillor Kanapathi would like to improve the outreach to the South East Markham Community, as the festival originated in the Milliken area. It was also suggested that more focus should be put on social media. Sara will also meet with staff to review last year's communication plan.</p>	<p>Ask Stephen Chait to contact IBM to discuss the parking at the event – Sara McMillen and Yvonne Lord Buckley</p> <p>Speak to Graham Seaman about having the City booths at the Festival – Trinela Cane</p>

Item	Discussion	Action
	<u>Website</u> Sara McMillen reported that the website will be the same format as last year. The Committee suggested that the call for volunteers should be put on the webpage soon.	
4. Adjournment	The Markham Milliken Children's Festival Committee adjourned at 6:56 pm.	