

Markham Milliken Children's Festival Committee

June 22, 2017

5:30 PM

Canada Room

Attendance:

Members:

Councillor Logan Kanapathi, Chair, Masud Sethi, Kethika Logan, Peter Deboran, and Saadi Zakki

Regrets:

Christina Kim, Shelly Srivastav (leave of absence), and Susan Samuel

Staff:

Trinela Cane, Commissioner of Corporate Services, Sara McMillen, Senior Manager of Communications & Community Engagement, Michael Blackburn, Communications Advisor, Yvonne Lord-Buckley, Events Supervisor, 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 5:38 pm with Councillor Kanapathi presiding as Chair.	
2. Approval of the Minutes	Moved by Saadi Zakki Seconded by Masud Sethi That the June 22, 2017, Markham Milliken Children's Festival Committee Minutes be approved as presented. Carried	
3. Event Undertaking	a. Staging and Entertainment Kethika Logan provided the staging and entertainment update. The following update was provided: <ul style="list-style-type: none">• Will present the tentative entertainment schedule at the next meeting;• Plan on having the following performances to date: Unity; Fantasy Fables; stilt walkers; balloon artist; and a new Bollywood group;	

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	<ul style="list-style-type: none"> • Might have the same magician as last year or hire someone new; • Will have the same size stage as last year, but fully covered. <p>The Mayor has requested that the Entertainment Sub-Committee consider using some of the performers that auditioned for Star Search Markham as part of the festival's entertainment. Michael Blackburn has the video recording of all the performers' auditions, which can be watched to select the performers. There were many young performers that auditioned, which would be a good fit for the event.</p> <p>b. Finance Jonathan Tate, Senior Business Analyst reported that the budget for the festival is in the process of being completed.</p> <p>Jonathan Tate suggested that the vendor fee be increased if the Committee chooses to go with the new supplier of the tents and tables, which is slightly more expensive. The new supplier will provide extra services such as set-up, takedown and help with logistics, but using the new supplier also increases the City's fixed cost per vendor. Therefore, in order to maintain same level of revenue it is recommended that the vendor fee be increased to cover the extra cost associated with using the new supplier. Jing Yu will report back to the Committee at the next meeting with new vendor fees, which takes this into consideration.</p> <p>c. Sponsorship Trinela Cane reported that the sponsorship package will be sent out after Canada Day. The City has already been approached by organizations looking to sponsor some aspect of the event. The sponsorship package will be sent out to last year's sponsors and to new potential sponsors. Councillor Kanapathi suggested approaching Rogers or other larger potential sponsors.</p> <p>A Committee Members asked if McDonalds could provide more than muffins and</p>	<p>Bring back increased vendor fees to the next meeting – Jing Yu</p> <p>Look at the possibility of attracting a larger event sponsor like Rogers – Trinela Cane</p> <p>See if McDonalds can provide more than muffins and coffee for</p>

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	<p>coffee for the volunteer breakfast this year, as this was not enough food for some of the volunteers. Yvonne Lord Buckley will look into this possibility and report back.</p> <p>d. Operations</p> <p>Yvonne Lord Buckley reported that staff are planning on using the same mix of inflatables and rides as last year, noting that more inflatables will be added if budget permits. As mentioned at the last meeting, there will be no petting zoo at this year's festival. The Committee approved the cost of the horse wagon ride.</p> <p>Moved by Peter Deboran Seconded by Saadi Zakki</p> <p>That the horse wagon ride be approved for \$800 plus HST.</p> <p style="text-align: right;">Carried</p> <p>The Committee discussed keeping the festival open one hour longer to provide families more time to attend the festival. Jonathan Tate noted that prior to making a decision on this matter the Committee should consider the extra cost associated with keeping the festival open one hour longer.</p> <p>e. Volunteers</p> <p>The Committee suggested that the staff start the call for volunteers for the event, starting with contacting last year's volunteers and having the volunteer database placed on the website. It was noted that Kaushi was responsible for reaching out to volunteers last year and that someone will need to take over this role. Michael Blackburn will update the website to include the call for the volunteers.</p> <p>Last year there were about 150 volunteers from ages 15 to 16. All volunteers required a vulnerable sector check and need to be committed to attending training.</p> <p>f. Corporate Communications, Advertising and Website</p> <p>Sara McMillen, Senior Manager of Communications & Community Engagement</p>	<p>breakfast – Yvonne Lord-Buckley</p> <p>Update website to include the call for volunteers for the festival – Michael Blackburn</p> <p>Present communication</p>

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	<p>reported that the communication plan for the festival will be presented at the next meeting.</p> <p>It was requested that the Corporate Communications, advertising and the website be combined as one agenda item on the next agenda. It was noted that the festival web page will remain up year around with general information about the event once the new website is launched. The page will then be updated leading up to the festival date.</p>	<p>plan at next meeting – Sara McMillen</p> <p>Combine communications and website on agenda – Laura Gold</p>
4. Next Meeting Date	The next meeting date will be held on Wednesday, July 12, 2017.	
5. Adjournment	The Markham Milliken Children's Festival Committee adjourned at 6:56 pm.	