

Markham Milliken Children's Festival Committee

July 12, 2017

6:00 PM

Ontario Room

Attendance:

Members:

Councillor Logan Kanapathi, Chair, Masud Sethi, Christina Kim, Kethika Logan, Peter Deboran, Sean Wong, and Saadi Zakki

Regrets:

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

Staff:

Andy Taylor, Chief Administrative Officer, Trinela Cane, Commissioner of Corporate Services, Sara McMillen, Senior Manager of Communications & Community Engagement, Yvonne Lord-Buckley, Events Supervisor, Jing Yu, Events Administrator, Michael Blackburn, Communication Advisor,,Jonathan Tate, Senior Business Analyst, and Laura Gold, Council/Committee Coordinator.

| Item | Discussion | Action |
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| 1. Opening Remarks | The Markham-Milliken Children's Committee convened at 6:05 pm with Councillor Kanapathi presiding as Chair. The Committee Members introduced themselves and welcomed Sean Wong, New Committee Member and Andy Taylor, Chief Administrative Officer. | |
| 2. Approval of the Minutes | Moved by Saadi Zakki Seconded by Masud Sethi That the June 22, 2017 Senior's Hall of Fame Minutes be approved as presented. Carried | |
| 3. Event Undertaking | a. Staging and Entertainment | |

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| | <p><u>Entertainment</u></p> <p>Kethika Logan presented the draft entertainment roster for the event:</p> <ul style="list-style-type: none">• Fantasy Fables - \$195• Farco Entertainment (balloon clown, and stilt walker) – \$1075• Amanda Cruz - \$125• Soul Sisters - \$100• Infusion Artistry – cost TBD• Magician – looking for a referral for a good magician• Ballet act• Tykendo act• Markham Star Search Performers <p>Moved by Kethika Logan Seconded by Masud Sethi</p> <p>That \$9,300 be approved for the entertainment budget for the 2017 Children's Festival.</p> <p style="text-align: right;">Carried</p> <p>Kethika Logan asked Yvonne Lord Buckley to set up a meeting with Kane Elliott regarding having mascots at the event.</p> <p><u>Staging</u></p> <p>Yvonne Lord Buckley reported that due to new legislative requirements, a building application, a ramp, and an engineer inspection is now required for the stage, as it is over 10 by 10 in size. These new legislative requirement will add to the staging costs. It is estimated that a ramp can be rented for \$1,800 and that the inspection will cost \$600. There is also an application fee of \$200 that staff are hoping the City's Building Department will waive.</p> | <p>Set up meeting with Kane Elliot and Kethika Logan to discuss the mascots – Yvonne Lord Buckley</p> |

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| | <p>A Meeting will be held with Chris Bird, Director of Building to get more clarity on the new requirements.</p> <p>Moved by Peter Deboran Seconded by Kethika Logan</p> <p>That the Committee approve the extra staging costs due to new legislative requirements.</p> <p>Carried</p> <p>b. Finance</p> <p>Jonathan Tate reported that he is still working on finalizing the budget. He recommended that all types of vendor fees be increased by \$155 to recover the cost of using the new supplier of the tables, chairs and tents. The price increase was justified, as vendors will now be provided with a table, chairs, and a tent, where in the past they had to bring these items and because the food trucks take up more space.</p> <p>The new supplier will also reduce the demand for City resources, as the higher price includes the set-up and take-down of the table, chairs and tents. The supplier also has a variety of tent colours, which can be used to provide the festival with a more professional look.</p> <p>The Committee agreed to add \$155 to each vendor type.</p> <p>Moved by Sean Wong Seconded by Peter Deboran</p> <p>That \$155 be added to the price of each vendor type.</p> <p>Carried</p> <p>c. Sponsorship</p> <p>Trinela Cane reported that the sponsorship package is in the process of being</p> | |

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| | <p>circulated. Staff will send out the package to last year's sponsors and will approach new sponsors. The sponsorship package will also be provided to the Committee to circulate to potential sponsors. Staff were also considering adding a entertainment sponsor, where the funds could be used towards a headline performance.</p> <p>d. Operations <u>Children's Activities</u> Yvonne Lord-Buckley reviewed a quote for \$19,000 for the inflatables and other children's rides/activities. Some of the items added to the quote from last year included: a long mountain slide, a photo booth, 5 more animal rides, and the swing.</p> <p>The Committee questioned if the photo booth was needed. Michael Blackburn advised that the photo booth could be a good way to organically promote the event. He agreed to speak with the vendor to determine if the photo booth would provide this value. He will also look into whether the City could create its own photo booth.</p> <p>The Committee discussed keeping the festival open longer and the impact this would have on the cost of the event. Yvonne Lord Buckley noted that both the labour and generator costs associated with the inflatables and children's rides would increase if the event hours were extended. The Sub-Committee was tasked with finding the cost of extending the hours of the event. The projected cost should include all additional costs (e.g. security, and labour to support the rides). Different options could be considered (e.g. extending only the entertainment, extending all event activities, or staggering activities).</p> <p>It was noted that the advertisement and promotion of the event should clearly specify when the inflatables/rides end.</p> <p>After some discussion the Committee agreed to approve up to \$19,000 for the inflatables/ children's rides. Yvonne Lord-Buckley was asked to try and negotiate the price. She will meet with staff to discuss negotiation tactics.</p> | <p>Look into the value of having a photo booth and if the City could create its own booth – Michael Blackburn</p> <p>Find out the cost of extending the time of the event – Yvonne Lord Buckley and Sub-Committee</p> <p>Discuss negotiation tactics for negotiating the inflatables price with staff - Yvonne Lord Buckley</p> |

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| | <p>Sean Wong was asked to take the lead on the Children's activities. He requested more information on the role. Yvonne Lord Buckley agreed to meet with him in person.</p> <p>Moved by Saadi Zakki Seconded by Kethika Logan</p> <p>That up to \$19,000 be approved for the inflatables/children's activities. Carried</p> <p><u>Shuttle Buses</u> Maria Joachim will contact Miller regarding the shuttle bus service and provide Michael Blackburn with the details once confirmed, so that he can start promoting the service.</p> <p><u>Parking</u> Jing Yu was asked to confirm the parking lots available for use during the festival so that they can be promoted. Three of the parking lots used last year will not be available for use this year. Additionally, IBM is only providing 99 spots and requesting that the City pay a small fee and have insurance.</p> <p>e. Volunteers Peter Deboran advised that the Committee will need to confirm its volunteer strategy so that it can determine how many volunteers it requires (e.g. two shifts versus one longer shift). The Civic Centre will need to be booked for the volunteer orientation, and the volunteer appreciation sessions. Additionally, the volunteer t-shirts need to be ordered.</p> <p>Maria Joachim will manage the volunteer database this year, including updating the database, reaching out to last year's volunteer to see if they are interested in volunteering again this year. Once the database has been updated it will be added to the website to recruit new volunteers. Committee Members were encouraged to get</p> | <p>Meet with Sean Wong to review the role of leading the Children's activities – Yvonne Lord Buckley</p> <p>Contact Miller regarding the shuttle service and advise Michael Blackburn of the details once confirmed – Maria Joachim</p> <p>Firm up parking lots available for use and let Michael Blackburn know – Jing Yu</p> <p>Use volunteer database to reach out to last year's volunteers and to look for new volunteers – Maria Joachim.</p> |

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| | <p>ask their family and friends to volunteer at the event.</p> <p>Victoria Square Lions Club will be providing 17 adult volunteers to help out with the 2017 Children's Festival. It was requested that Seas also be asked to provide additional adult volunteers.</p> <p>The adult volunteers will be placed in the more challenging volunteer positions and will be available to provide guidance to the younger volunteers. The importance of developing and growing younger volunteers was noted. A structure should exist that encourages returning younger volunteers to take on progressively more responsibility each year.</p> <p>Mayor Frank Scarpitti and Andy Taylor have asked the Police Chief if a subsidy could be provided to youth unable to pay for their vulnerable sector check. An update on this request will be provided at the next meeting.</p> <p>f. Advertising and Website</p> <p>Sara McMillen presented the communications plan for the Children's Festival, which will be circulated to the Committee by email. The same budget as last year will be used, but the funds will be used differently. More funds will be invested in promoting the festival through social media, the radio and at Markville Mall and less funds will be devoted to print advertisement. Also, some of the promotional material will be translated into Pungi and Chinese. The goal is to get greater exposure and longer lasting messaging from promotional activities.</p> <p>Staff are looking to book the press conference on August 8, 9 or 10, 2017, noting there will also be an art display in the Great Hall on these days.</p> <p>The total budget for the signs, advertisement and promotion of the event will be \$17,700, noting the majority of this cost is to cover the cost of the signs.</p> | <p>Ask Seas for adult volunteers – Yvonne Lord-Buckley</p> <p>Report back if subsidy has been obtained for vulnerable sector check – Councillor Kanapathi/Andy Taylor</p> <p>Circulate communication plan to committee electronically – Sara McMillen</p> |

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| | Moved by Peter Deboran Seconded by Masud Sethi That the advertising and promotion budget of \$17,700 be approved as presented. Carried | |
| 4. Next Meeting Date | The next meeting of the Markham Milliken Children's Festival Committee will be held on July 26 at 6:00 pm. | |
| 5. Adjournment | The Markham Milliken Children's Festival Committee adjourned at 8:20 pm. | |