

Markham Milliken Children's Festival Committee

July 26, 2017

York Room

5:30 pm

Attendance:

Members:

Councillor Logan Kanapathi, Chair, Masud Sethi, Christina Kim, Kethika Logan, Christina Kim, Mellissa Nicholas, Peter Deboran, and Sean Wong

Regrets:

Shelly Srivastav (leave of absence), Susan Samuel, and Saadi Zakki

Staff:

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, Andrea Tang, Senior Manager of Financial Planning, and Laura Gold, Council/Committee Coordinator.

Agenda Item	Discussion	Action Item
1. Call to Order	The Markham-Milliken Children's Festival convened at 5:38 pm with Councillor Kanapathi presiding as Chair.	
2. Approval of the Minutes	Moved by Kristina Kim Seconded by Sean Wong That the July 12, 2017 Markham-Milliken Children's Festival Committee Minutes be approved as presented. Carried	
3. 2017 Event Planning	a. Staging and Entertainment Kethika Logan presented the draft entertainment schedule for the 2017 festival. Some of the entertainment included: <ul style="list-style-type: none">• Soul Sisters• Amanda Cruz	

	<ul style="list-style-type: none">• Fantasy Fables Disney Acts• Black Cherry – Hip Hop Act• Band• Infusion Artistry - Bollywood and fusion dancers• Unity – dancers (will need to pay full price this year - \$900)• Ballet and tykendo act - to be confirmed <p>The Entertainment and Staging Sub-Committee is looking into the possibility of hiring a drone videographer. Sara McMillen suggested that the sub-committee ask the following questions prior to making any decisions: Will the city have the creative rights to the footage? How many cameras will they have? How much editing will they do?</p> <p>It was noted that the entertainment is on budget. Yvonne Lord-Buckley will review the process to pay the performers with Kethika Logan.</p> <p>Yvonne Lord-Buckley reported that Super Mario Brothers and Pokemon mascots will be at the press conference for the 2017 Children's Festival.</p> <p>b. Finance</p> <p>Andrea Tang circulated the 2017 Children's Festival Budget. Currently, the expenses are expected to be \$1,100 greater than the revenue. The Committee reviewed the budget.</p> <p>The Committee suggested increasing the number of washroom units to 30 rather than to 45 to reduce the sanitation cost, which has increased by \$3,276 from last year. The Committee thought it would be beneficial to have the extra units so that they can be spread out throughout the festival, but thought that increasing them to 30 should be sufficient.</p> <p>The cost of replacing the Milly costume will need to be updated in the budget to reflect the true cost of purchasing the costume. Currently, \$1,250 is budgeted for the costume, which was half the cost of replacing the costume last year.</p>	<p>Review process for paying performers with Kethika Logan – Yvonne Lord-Buckley</p>
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	<p>The incremental cost of increasing the festival times was explored, as follows:</p> <ul style="list-style-type: none">• entertainment – no addition cost, unless more entertainment is required;• tents – no additional cost• volunteer food – will double in cost, as dinner will need to be provided, making the assumption that the same amount of volunteers will be required throughout the day• Photographer – the hourly rate of the photographer times the number of hours the festival is open longer<ul style="list-style-type: none">○ suggested having a volunteer photographer cover the extra hours of the event or not having a photographer for these hours○ suggested adding a volunteer photographer to the volunteer positions in Volunteer Database• Children's Activation Zones Supplies –\$250 per each hour the festival is open longer• Sanitation - \$100 per each hour the festival is open longer• inflatable – same cost if the City does business with the supplier again next year, otherwise it is \$1,800 dollars per hour for each extra hour the festival is open• Police - \$140 per hour for each extra hour the festival is open• additional lighting – \$2200 extra <p>It is estimated that it will cost about \$10,500 in total to keep the festival open longer. An additional 1,500 play all day passes will need to be sold to recover this cost. The festival should be kept open until 9:00 pm to minimize the impact of keeping the festival open longer. A \$5,000 dollar place holder was put in the budget in case the Committee decided to keep the festival open longer.</p> <p>After some discussion the Committee decided it was better to wait until next year to extend the festival hours, as it can then be part of the initial planning of the event. All suppliers and vendors can then be advised of the change early on in the planning process.</p>	
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	<p>The Committee suggested that Yvonne Lord-Buckley negotiate the same deal with the inflatables for next year if possible. Even if this means making a two year commitment to get the deal.</p> <p>c. Sponsorship Michael Blackburn circulated the sponsorship package. Members were encouraged to share the package with friends, family, and potential sponsors.</p> <p>Trinela Cane reported that staff and Councillor Kanapathi are following up with sponsors from last year and working on getting new sponsors.</p> <p>d. Operations Yvonne Lord Buckley provided an update on the tents. Due to the new regulations regarding tents, instead of using the 20 by 30 tents, eight 15 by 15 tents will be used. Using this size tent, six children's activities can be placed in each tent. This will increase the cost slightly. Therefore, an additional \$50 will need to be added to the price of each vendor type.</p> <p>Moved by Masud Sethi Seconded by Peter Deboran</p> <p>That the Committee approve adding an extra \$50 to each vendor type.</p> <p style="text-align: right;">Carried</p> <p>Michael Blackburn noted that the Committee will need to look at a different ways to attach the banner to the tent if it seeks to have a tent sponsor this year, as the banner cannot be posted on the tent.</p> <p>e. Children's Activities It was suggested that some or all of the adult volunteers from the Lion's Club can be assigned to help with the Children's activities.</p>	<p>Try to negotiate the same deal for the inflatable for next year – Yvonne Lord-Buckley</p>
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	<p>Instead of face painting the Committee agreed to try airbrushing for \$1,700. About \$400 will be offset by the cost of the face paint, which was previously purchased by the Committee. The artist will have a stencil of a butterfly, five girl stencils, and five boy stencils for the children to select from. It was suggested that a card be made up with the ingredients of the paint being used.</p> <p>Some of the children's activation zones include: the imagination zone; the technology zone; the button zone; the henna zone; and the bubble zone. The Sub-Committee was thinking about having a new stamp zone.</p> <p>Moved by Kethika Logan Seconded by Masud Sethi</p> <p>That the Committee approve \$1,700 to approve an airbrush artist for the 2017 Children's Festival.</p> <p style="text-align: right;">Carried</p> <p>All children's rides and inflatables have now been reserved. The photo booth was included in the package, but it will need to be placed strategically as it cannot be used in the rain.</p> <p style="text-align: center;">f. Volunteer</p> <p>Various promotional activities are being undertaken to get volunteers for the festival. Posters/flyers calling for volunteers are being put at churches and if time permits, they will also be put up at grocery stores. The website has also been updated to include the link to the volunteer database. To date 25 volunteers have submitted an application to volunteer through the database. Last year's volunteers have been asked if they would be interested in volunteering again. All of these promotional activities will help get volunteers.</p> <p>Other methods are also being used to get volunteers. The volunteer positions are being posted in the York Region volunteer database. Last year, 16 volunteers applied through this database. Yvonne Lord-Buckley will send out a call for</p>	
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	<p>volunteers to 3,000 volunteers she has worked with on various other event. Peter Deboran will contact SEAS about providing more adult volunteers. Using these additional methods to attract volunteer will help meet volunteer targets.</p> <p>York Region Police have agreed to waive the fee for the vulnerable sector check for students under the age of seventeen. The City must send an email with a list of all volunteers that qualify for this subsidy.</p> <p>Peter Deboran was asked to contact Jing Yu to book the rooms for the volunteer orientation and appreciation days.</p> <p>A suggestion was made to have red volunteer t-shirts to be in the theme with Canada 150.</p> <p>g. Corporate Communications and Advertisement</p> <p>Sara McMillen advised that the focus of this year's advertisement campaign will be on the use of social media, purchasing advertising space at Markville Mall, better use of mobile signs, and leveraging the City's free advertising sources.</p> <p>The Committee asked how it could get larger media to cover the event. It was noted that the City will be working on developing a media relations strategy. Part of the strategy will look at how to attract major media to come to Markham. One of the challenges is that at this time Markham does not have its own news station.</p>	
4. Next Meeting Date	The next meetings of the Markham-Milliken Children's Festival Committee will be held on August 9, and 23, 2017.	
5. Adjournment	The Children's Festival adjourned at 7:18 pm.	