

**Markham Milliken Children's Festival Committee**

**August 9, 2017**

**5:30 PM**

**York Room**

**Attendance:**

**Members:**

Councillor Logan Kanapathi, Chair, Kethika Logan, Peter Deboran, Sean Wong, and Susan Samuel

**Regrets:**

Shelly Srivastav (leave of absence), Mellissa Nicholas, Masud Sethi, Christina Kim, and Saadi Zakki

**Staff:**

Sara McMillen, Senior Manager of Communications & Community Engagement, Michael Blackburn, Communication Advisor, Yvonne Lord-Buckley, Events Supervisor, Jing Yu, Events Administrator, Jonathan Tate, Senior Business Analyst, and Laura Gold, Council/Committee Coordinator.

Item	Discussion	Action
<b>1. Opening Remarks</b>	The Markham-Milliken Children's Committee convened at 5:35 pm with Councillor Kanapathi presiding as Chair without quorum.	
<b>2. Approval of the Minutes</b>	The approval of the minutes was deferred to the next meeting, as there was no quorum.	
<b>3. Event Undertaking</b>	<p><b>a. Staging and Entertainment</b></p> <p>Kethika Logan presented the entertainment schedule for the festival. Some of the entertainment acts included: Soul Sisters; Markham School of Dance performing various types of dance; hip hop; and Bollywood dancers. The entertainment will run until 6:00 pm. The opening ceremony will include a performance from the Soul Sister, speeches and a picture with the Committee.</p> <p><b>b. Finance</b></p> <p>Jonathan Tate provided an update on the budget. Staff were looking to present a breakeven budget, which meant either increasing revenue or reducing the budget by</p>	

Item	Discussion	Action
	<p>about \$1,800. The Committee hoped to raise this revenue through securing an additional sponsor.</p> <p><b>c. Sponsorship</b> Michael Blackburn reported that staff were in the process of following up with a few potential sponsors. Happy Life has now committed to sponsoring the volunteer t-shirts. Other sponsors included Telus, RCC Media, Popular Books, Markham Central Financial, TACC, and Alectra. Other companies were also providing sponsorship-in-kind.</p> <p><b>d. Operations</b> <u>Children's Activities</u> Yvonne Lord-Buckley reported that the inflatables and rides will run until 6:00 pm. The Committee asked that the line for the rides or inflatable not be cut off too much before 6:00 pm. Yvonne will ask the vendor if they can finish the line even if it goes a little past 6:00 pm.</p> <p>The Children's Activity Sub-Committee have completed an inventory of existing supplies and have purchased new supplies required.</p> <p><u>Parking</u> Yvonne Lord-Buckley reported that the Flato Markham Theatre Advisory Board parking lot will be used for the VIP parking.</p> <p>Sara McMillen noted that they are installing new electronic vehicle chargers the same day as the festival. Staff were seeking more information to ensure that this is not a conflict.</p> <p><u>Vendors</u> Jing Yu provide a breakdown of vendors to date.</p>	

Item	Discussion	Action
	<p><b>e. Volunteers</b></p> <p>Peter Deboran advised that the volunteer database is up and running. There is approximately 87 volunteers that have currently registered through the database of which 70 are under 16 and qualify for the free Vulnerable Sector Check. Maria Joachim will provide the final numbers/list closer to the event. The Committee asked if an officer could come to the volunteer orientation to do the free Vulnerable Sector Checks at the volunteer orientation</p> <p>Happy Life will be providing an additional 120 volunteers, which still need to sign-up through the database.</p> <p>There are a total of 250 volunteers needed in total. About 45 more volunteers are need to reach this target.</p> <p>It was noted that some of the volunteers have indicated that they may not be able to attend the volunteer orientation. It was questioned if this would prevent them from being able to volunteer on the day of the event. Yvonne was going to look into whether the orientation provided by the Better Impact volunteer database covers all legal volunteer training requirements, as if this is the case, a quick orientation on the festival volunteer requirements could be provided the morning of the festival.</p> <p><b>f. Advertising and Website</b></p> <p>Sara McMillen and Michael Blackburn provided an update on the promotion for the event. Most of the promotional activities have been activated. Handouts promoting the festival were provided to Members to circulate to friends and family.</p> <p>Michael asked for the URLs for the performers so that the listing can be put on the website with a link to the performers' website/bio. He also requested the list of food vendors.</p>	

Item	Discussion	Action
	<b>g. Press Conference</b> Michael Blackburn reported that the logistics for the Children's Festival Press Conference have been worked through. Staff have reached out to larger GTA media groups regarding the press conference.	
<b>4. Next Meeting Date</b>	The next meeting of the Markham Milliken Children's Festival Committee will be held on July 26 at 6:00 pm.	
<b>5. Adjournment</b>	The Markham Milliken Children's Festival Committee adjourned at 8:20 pm.	