



Markham-Milliken Children's Festival Committee

August 11, 2016

Ontario Room, Markham Civic Centre

5:30 pm – 7:30 pm

Attendance:

Members:

Councillor Logan Kanapathi, Chair, Shelly Srivastav, Saadia Zakki, Kethika Logan, Adrianna Scali, Susan Samuel, Christina Kim, and Peter Deboran

Staff:

Trinela Cane, Commissioner of Corporate Services, Dennis Flaherty, Director of Communications & Community Engagement, Zack D'Souza, Events Administrator, Yvonne Lord-Buckley, Events Supervisor, Jing Yu, Events Administrator, Anastasia Averkov, Corporate Communications, Lyris Tsang, Corporate Communications, Andrea Tang, Manager, Financial Planning, and Bev Shugg Barbeito, Committee Coordinator

Regrets:

Loreta Chan, Gowthaman Rajakumar, Masud Sethi, Kaushi Rajah, Assistant to Councillor Kanapathi, Brianna Gabbard, Administrative Assistant to the Director of Recreation, and Craig Breen, Supervisor, Roads, East

Item	Discussion	Action
1. Call to Order	The Markham-Milliken Children's Festival Committee convened at 5:35 pm with Councillor Logan Kanapathi presiding as the Chair.	
2. Approval of the Minutes	Moved by Shelly Srivastav Seconded by Saadia Zakki That the July 28, 2016, Markham-Milliken Children's Festival Committee Minutes be approved as presented. Carried	

[illegible]

Item	Discussion	Action
	<p>c. Staging & Entertainment</p> <p>Saadia Zakki, Entertainment Sub Committee, distributed the proposed entertainment lineup and timing for the community stage and the list of remaining entertainment expenses. Kethika Logan, Entertainment Sub Committee, reviewed the entertainment lineup and the remaining entertainment costs totalling \$1,900.00.</p> <p>It was</p> <p>Moved by Saadia Zakki Seconded by Christina Kim</p> <p>That the proposed entertainment lineup and timing for the community stage and the list of remaining entertainment expenses totalling \$1,900.00 be approved.</p> <p style="text-align: right;">Carried</p> <p>It was noted that Allan Bell and Joseph Sang will serve as emcees. Kethika Logan will give a list of required equipment to Perry Chan by this weekend. She will advise Lyris Tsang of the number of tables and chairs needed for the entertainers' tents.</p> <p>Kethika Logan requested parking passes for the 17 performers. Yvonne Lord Buckley advised that the number of parking spots will be reduced this year because parking spots at Unionville High School will not be available; therefore distribution of parking passes will need to reflect the reduced number of available parking spots.</p> <p>Kethika Logan left the meeting at 6:25 pm.</p> <p>d. Vendors</p> <p>Jing Yu provided the following update on the vendors:</p> <ul style="list-style-type: none">• 12 food vendors; 7 choosing a 10'x10" spot, and 5 choosing a 20'x20' spot• 7 not-for-profit vendors• 19 for profit vendors	<p>Give a list of required equipment to Perry Chan by this weekend and advise Lyris Tsang of the number of tables and chairs needed for the entertainers' tents - Kethika Logan</p>

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	<p>Jing Yu advised that there could be one additional vendor. Jing Yu and Yvonne Lord Buckley are developing the layout plan for the vendors.</p> <p>It was noted that Sunripe will provide free samples of juice and energy bars; McDonalds will provide free coffee.</p> <p>Anastasia Averkov reported that Adventure Mania has agreed to the discounted vendor booth price of \$200.00 in recognition of providing the inflatables for the event.</p> <p>e. Children's Activities</p> <p>Christina Kim reported that the activities have been planned and are within budget. The Sub-Committee is implementing some new ideas this year based on input received from volunteers last year.</p> <p>Yvonne Lord Buckley commended the members of the Children's Activities subcommittee for their outstanding efforts in organizing the activities.</p> <p>Adventure Mania is providing the inflatables and 11 rides; Markham legal staff are reviewing the contract. Cancellation requires 24-hour notice and will result in a restocking fee. Adventure Mania will provide 15 staff but will also need volunteers to assist in managing these activities.</p> <p>Anastasia Averkov also reported that six different designs have been created for colouring sheets.</p> <p>Yvonne Lord Buckley circulated the proposed layout of the rides and inflatables. She will invite Asset Management staff to review and confirm the layout.</p> <p>Following Committee discussion, it was agreed that the Play All Day tickets will be \$10 each from 10: 00 AM – 4:00 PM, and half price from 4:00 – 6:00 PM.</p> <p>f. Volunteers</p> <p>Yvonne Lord Buckley reported that she and Kaushi Rajah, Assistant to Councillor Kanapathi, met with staff of Better Impact, the City's Volunteer Database. They created 33 areas where volunteers would be</p>	<p>Develop the layout plan for the vendors - Jing Yu and Yvonne Lord Buckley</p> <p>Invite Asset Management staff to review and confirm the layout of the rides and inflatables – Yvonne Lord Buckley</p>

Item	Discussion	Action
	<p>needed. All volunteers must be a minimum of age 14 and will be required to have a clean vulnerable sector search. Yvonne Lord Buckley will follow up with Better Impact staff for reports on recruiting volunteers. SEAS will also provide volunteers for the set up on Friday and the strike down after the festival. Trinela Cane advised that a call has also been issued to Markham staff to volunteer.</p> <p>New this year and in keeping with City practice, there will be two shifts. Volunteers serving in the morning will be given breakfast; those serving in the afternoon will be given dinner; both groups will be given lunch.</p> <p>Peter and Adrianna will lead the volunteer orientation. They suggested that the orientation include a general welcome, a presentation about the history of the festival, and information about the events of the day including taking breaks to hydrate. A number of ideas regarding the orientation were suggested; Yvonne Lord Buckley will work with Peter and Adrianna to finalize the orientation, including organizing refreshments. Sign in on the day of the festival will take place in the Great Hall of the Markham Civic Centre. T-shirts will be provided for the volunteers.</p> <p>G. Communications</p> <p>Dennis Flaherty reported that the paid advertising has begun already, banners and street signs are in production, mail drop flyers are ready, and savings realized with print advertising have been used to purchase advertising on radio station 105.9. He commented that there have never before been so many unsolicited calls related to advertising for the Markham-Milliken Children's Festival, possibly attributable to Markham's presence on social media. The press conference is set for August 23, 2016 at 10:00 AM.</p> <p>The Entertainment Sub-Committee had suggested there be a draw to bring patrons to the stage area. Dennis Flaherty advised that there are Pan Am t-shirts that can be shot into the crowd.</p> <p>H. Set up and Strike</p> <p>Yvonne Lord Buckley reported that four Parks Operation staff will assist with the set up and two Parks Operation staff, with the strike down of the event. She will ask Miller if it can add additional stops to the shuttle bus route, as the designated parking lots are quite far from the Civic Centre.</p>	<p>Follow up with Better Impact staff for reports on recruiting volunteers – Yvonne Lord Buckley</p> <p>Work with Peter and Adrianna to finalize the orientation – Yvonne Lord Buckley</p> <p>Find out if Miller will add additional stops to its shuttle route – Yvonne Lord Buckley</p>

Item	Discussion	Action
	<p><u>Miscellaneous</u></p> <p>Anastasia Averkov reported that:</p> <ul style="list-style-type: none">– TD Financial will provide a bank machine in a truck. It will need to be located near the Play All Day area;– Portable washrooms will be provided at the same price as last year, they will be cleaned once during the day;– Three golf carts will be provided by Angus Glen for use by staff; <p>Yvonne Lord Buckley commended the members of the committee for their outstanding efforts in organizing the Markham Milliken Children's Festival this year.</p>	
4. Next Meeting Date	The next meeting of the Markham-Milliken Children's Festival Committee will be held at the call of the Chair.	
5. Adjournment	The Markham-Milliken Children's Festival Committee adjourned at 7:30 pm	