

**Markham-Milliken Children's Festival Committee**

**June 9, 2016**

**Councillors Chamber**

**5:30 pm – 7:00 pm**

**Attendance:**

**Members:**

Councillor Logan Kanapathi, Chair, Shelly Srivastav, Saadia Zakki, Masud Sethi, Christina Kim, Kethika Logan, and Peter Deboran

**Staff:**

Kaushi Rajah, Assistant to Councillor Kanapathi , Dennis Flaherty, Director of Communications & Community Engagement, Yvonne Lord-Buckley, Events Supervisor, Craig Breen, Supervisor, Roads, East, Zack D'Souza, Events Administrator, Yu Jing, Events Administrator, , and Laura Gold, Council/Committee Coordinator

**Regrets:**

Trinela Cane, Commissioner of Corporate Services, Loreta Chan, Adrianna Scali, Susan Samuel , Gowthaman Rajakumar, and Brianna Gabbard, Administrative Assistant to the Director of Recreation

Item	Discussion	Action
1. Approval of the Minutes	Moved by Saadi Zakki Seconded by Shelly Srivastav  That the May 12, 2016, Markham-Milliken Children's Festival Committee Minutes be approved as presented.  Carried	
2. Planning of the 2016, Markham – Milliken Children's Festival	<b>a. Finance</b> Andrea Tang provided an update on the budget. She reported that \$22K has been raised in sponsorship funds to date.	

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	<p><b>b. Sponsorship</b></p> <p>Dennis Flaherty reported that following sponsorship opportunities are still remaining:</p> <ul style="list-style-type: none"> <li>• Street sponsor -\$1,000 (2 streets remaining)</li> <li>• VIP Tent - \$1,000</li> <li>• Ticket Booth - \$1,500???</li> </ul> <p>The following update on the sponsorship received to date was provided:</p> <ul style="list-style-type: none"> <li>• Stage Sponsor- TELUS Community Stage - \$5K</li> <li>• RBC –Community Park Sponsor - \$5K</li> <li>• Shuttle Bus – Miller typically does this in-kind <ul style="list-style-type: none"> <li>○ Kaushi will approach Miller to confirm they will provide the service again this year and she will ask if they can add new pick-up locations at alternate parking lots</li> </ul> </li> </ul> <p><b>c. Staging &amp; Entertainment</b></p> <p><b><u>Entertainment Sub Committee:</u></b></p> <p>Keithka Logan, Committee Member MMCF</p> <p>Saadi Zakki, Committee Member MMCF</p> <p><b><u>Replacement of Mascot Costume</u></b></p> <p>Diane Samek reported that she was looking into purchasing a new mascot costume for Milly, as the current costume is looking a bit worn. She proposed purchasing a monarch butterfly costume for up to \$2,600 that could also be used to promote the cities monarch butterfly program. The costume will be custom made and it will be provided to the City at cost without any shipping fees due to partnering up with a local costume shop. There is also an opportunity to share the cost of the costume with the City's Sustainability, and Operations Departments. The costume will be delivered in time for the Festival and possibly on time for the media conference.</p> <p>Moved by Masud</p> <p>Seconded by Saudi</p> <p>That the Markham-Milliken Children's Festival approves the expenditure of up to \$2,600 on a new</p>	<p>Approach Miller about shuttle service and about adding new pick-up locations – Kaushi Rajah</p>

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	<p>mascot costume.</p> <p style="text-align: right;">CARRIED</p> <p><u>Stage</u> There was a brief discussion on having a larger stage for the festival. After some discussion, It was agreed that a slightly larger stage with a canopy will be tentatively booked for next year's festival, as it is already booked for this year's festival. It was noted that it is too expensive to have a premium sized stage.</p> <p><u>Master of Ceremonies (MC)</u> Yvonne Lord Buckley reported that Joseph Sang will be the MC at the festival and that Allan Bell will be participating in the opening ceremony. Yvonne will email the Committee the bio of Joseph Sang.</p> <p><u>Entertainment</u> Kethika reported that many of the performers from last year will be returning for this year's festival. Some of the hired entertainment will include a stilt walker and a balloon artist.</p> <p><u>Aerial Photographer</u> An aerial photographer has agreed to do aerial pictures on the day of the event free of charge, which can be taken at peak times. The photos taken can then be used to promote the event next year. The Committee like the idea of having the aerial photographs done, but the City will need to make sure that they have unrestricted usage of the photos and that the organization has the proper insurance.</p> <p>The Committee also discussed having a videographer at the event, suggesting that a video could also be used to help promote the event to sponsors and to the public next year.</p> <p>Moved by Peter Deboran Seconded by Shelly Srivastav</p> <p>That the Markham-Milliken Children's Festival Committee support having aerial photos taken at the Children's Festival.</p> <p style="text-align: right;">Carried</p>	<p>Tentatively book larger stage with canopy for next year's festival – Dennis Flaherty</p> <p>Email the Committee the bio of Joseph Sang – Yvonne Lord Buckley</p> <p>Make sure the City will have unrestricted access to the aerial photos and that the company has the proper insurance – Kethika Logan and Yvonne Lord Buckley</p>

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	<p><b>d. Vendors</b></p> <p><b><u>Vendor Booth Sub Committee:</u></b></p> <ul style="list-style-type: none"><li>• Jing Yu, Special Events, City of Markham</li><li>• Shelley Srivastav, Committee Member MMCF will join</li></ul> <p>Jing Yu reviewed the vendor booth prices:</p> <ul style="list-style-type: none"><li>• \$400 – for-profit</li><li>• \$200 – not-for-profit</li><li>• \$500 – food truck</li><li>• \$300 – food vendor</li></ul> <p><b><u>Vendors</u></b></p> <p>Staff are in the process of reaching out to past vendors to see if they are interested in returning. The call for vendors has been posted on the City's website. One vendor will provide free energy bars and drinks at the event.</p> <p><b>e. Children's Activities</b></p> <p><b><u>Children's Activities Sub Committee:</u></b></p> <ul style="list-style-type: none"><li>• Zack D'Souza, Events Administrator</li><li>• Christina Kim</li><li>• Loreta Chan</li><li>• Masud Sethi (new member)</li></ul> <p>Zack D'Souza reported that the planning of children's activities is well underway. The Sub-Committee</p>	

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	<p>is in the process of checking the inventory for the event. So far it has been determined that more crayons and markers need to be purchased. Some of the activation zones to date include a fencing group, Children's Logic, and Spring Free Trampoline.</p> <p>Spring Free Trampoline has asked to bring four trampolines this year instead of two. The Sub-Committee is looking at having RBC and Spring Free Trampoline moved to the community park to provide more space for their activation zones.</p> <p>Yvonne Lord-Buckley is working on the contract for the inflatables with the City's Legal Department.</p> <p>The Sub-Committee has continued its investigation of using a stamp rather than the wristband for its all day play pass, as special need kids and some other children may not like the feel of the wristbands. Currently, it is looking at stamps that do not wash off easily and at putting the stamp at the bottom of child's hand. The Committee suggested using a butterfly stamp and orange ink.</p> <p>Yvonne Lord-Buckley reported that Dennis Flaherty is inquiring about using the daycare space as a play area for the pre-school aged children.</p> <p>It was noted that the Children's Festival will be held on August 27, 2016, this year.</p> <p>f. <b>Volunteers</b></p> <p><b><u>Volunteer Sub Committee:</u></b></p> <ul style="list-style-type: none"> <li>• Brieanna Gabbard, Recreation, City of Markham</li> <li>• Zack D'Souza, Special Events, City of Markham</li> <li>• Adriana Scali, Committee Member, MMCF</li> <li>• Kaushi Rajah, Assistant to Councillor Kanapathi</li> </ul> <p>The Volunteer Sub-Committee met and reviewed the volunteer related concerns from last year. Based on the feedback from last year, all volunteers will be assigned to a specific and meaningful role and there will be two volunteer shifts. The aim is to avoid having volunteers roaming around at the</p>	

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	<p>festival and to avoid assigning them to unrewarding roles like emptying the garbage.</p> <p>It was suggested that the same two volunteers be assigned to the photographer for the entire day so that the photographer does not need to train new volunteers. It was noted that the volunteers will be provided with a lunch break.</p> <p>The call for volunteers will first be sent to volunteers from last year first. The volunteer application will then be posted on the website.</p> <p>The total number of volunteers is still unknown at this time, but the list from last year can be used as a starting point. The other sub-committees are to let the Volunteer Sub-Committee know how many volunteers they will need.</p> <p>Adrianna Scali has agreed to lead the volunteer orientation. The orientation will start with a high level orientation, which will include all volunteers. The volunteers will then be divided into smaller groups where a more specific orientation to their position will be provided.</p> <p>It was suggested that a small token of appreciation like a cookie be given to the volunteers when they come back to get their community hours form signed. The Committee thought this was a great idea and it suggested that it may also be an opportunity to promote the City's other volunteer opportunities.</p> <p>Volunteer shirts will be ordered. The t-shirts will need to be ordered about a month in advance of the festival.</p> <p>McDonalds will provide the volunteer breakfast, a coffee truck, and it is trying to arrange for Ronald to be at the event. A sponsor is still needed for the volunteer lunch. Staff will be approaching Subway to see if they will sponsor the lunch. Snack bags may also be provided to the volunteers.</p> <p><b>G. Communications – Diane Samek - LEAD</b></p>	<p>Assign the same two volunteers to the photographer – Volunteer Sub-Committee</p> <p>Let the Volunteer Sub-Committee know how many volunteers they need - Other Sub-Committees</p> <p>Provide volunteers with a cookie when they come back to have their community forms signed – Volunteer Sub-Committee</p> <p>Approach Subway to see if it will provide</p>

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	<p>Diane Samek reported that the website has been updated. The vendor and booth information is live on the website. The volunteer information will be added once the page is ready to be launched. Sponsors to date have been added to the sponsorship page. The entertainment tab will be updated when the list of performers is known.</p> <p>The Entertainment Sub-Committee asked if a general call for entertainment can be done. Staff suggested that this should be promoted on the City page and through the City's social media. The Committee should expect many responses. Yvonne Lord-Buckley will also provide a list of possible performers.</p> <p>There will be more active promotion of the event after Canada Day. The posters and other promotional materials will be updated this month.</p> <p><b>H. Set up and Strike – Leads: Yvonne Lord Buckley (Special Events), Matthew Busato (Parks Operations), Craig Breen (Roads Operations)</b></p> <p>Yvonne Lord-Buckley reported that the City's janitorial staff will help with the waste removal at the festival and special events staff will help with the set-up and strike of the festival.</p>	<p>the volunteer lunch - Yvonne Lord-Buckley</p> <p>Do a call for entertainment on the City Page and through social media – Diane Samek</p> <p>Send list of possible performers to Kethika – Yvonne Lord-Buckley</p>
3. Next Meeting Date	The next meeting of the Markham-Milliken Children's Festival Committee will be held on July 7, 2016 at 5:30 pm.	
4. Adjournment	The Markham-Milliken Children's Festival Committee adjourned at 6:49 pm	