

Markham-Milliken Children's Festival Committee

July 7, 2016

Councillors Chamber

5:30 pm – 7:00 pm

Attendance:

Members:

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

Staff:

Trinela Cane, Commissioner of Corporate Services, 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:

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

Item	Discussion	Action
1. Call to Order	The Markham-Milliken Children's Festival Committee convened at 5:43 pm with Councillor Logan Kanapathi presiding as the Chair.	
2. Approval of the Minutes	Moved by Peter Deboran Seconded by Shelly Srivastav That the June 9, 2016, Markham-Milliken Children's Festival Committee Minutes be approved as presented. Carried	
3. Planning of the 2016, Markham –	a. Finance Trinela Cane provided the Finance update. There was little change to the budget since the last	

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Milliken Children's Festival	<p>meeting.</p> <p>The Committee discussed the need to increase the budget for supplies for the Children's activities this year, as after doing an inventory check it was determined that many of the supplies need to be replaced due to wear and tear.</p> <p>Moved by Susan Samuel Seconded by Adrianna Scali</p> <p>That the Markham-Milliken Children's Festival Committee approve the expenditure of \$2,800 for supplies for the children's activities.</p> <p style="text-align: right;">Carried</p> <p>b. Sponsorship Dennis Flaherty reported that the City was doing well in obtaining sponsors for the Children's Festival this year. There are limited sponsorship opportunities still remaining.</p> <p>c. Staging & Entertainment <u>Entertainment Sub Committee:</u> Keithka Logan, Committee Member MMCF Saadi Zakki, Committee Member MMCF</p> <p>Councillor Logan Kanapathi reported on behalf of Kethika Logan that Unity had confirmed they will be performing at the event. Many of the other performers from last year will also be returning.</p> <p>Yvonne Lord-Buckley asked the Sub-Committee to: 1) ensure that all performers have completed the contractual agreement; and 2) complete the cheque requisition forms for the performers.</p>	

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	<p>d. Vendors</p> <p><u>Vendor Booth Sub Committee:</u></p> <ul style="list-style-type: none"> • Jing Yu, Special Events, City of Markham • Shelley Srivastav, Committee Member MMCF will join <p>Jing Yu provided the following update on the vendors:</p> <ul style="list-style-type: none"> • 6 not-for-profit vendors • 6 food vendors (10 x 10 booths) • 2 food trucks • 9 for profit vendors <p>There is one food vendor that will just be selling drinks and the other food vendors will provide a variety of food types. McDonalds has also confirmed that it will bring its coffee truck.</p> <p>The Sub-Committee was confident that it will have the same or more vendors at this year's festival. The target is to have 8 food vendors. The aim is to have enough food vendors to provide festival patron with a variety of food options and to limit the time they wait in line, but not to have too many vendors that their profits are impacted, as they will then not return the following year.</p> <p>Jing Yu asked if the vendor fees could be deposited by the City's Finance Department, similar to the process used to receive the Canada Day vendor fees. Trinela Cane will speak to Jonathan Tate about this matter, but did not foresee any issues.</p> <p>Jing Yu asked if the vendors were allowed to have a children's activity at their booth. The Committee supported the idea in principle, but suggested that the following be looked into first:</p> <ul style="list-style-type: none"> • See if the vendor will need insurance if they are hosting a children's activity at their booth (Yvonne Lord-Buckley will ask Fred Rich about this) 	<p>Speak to Jonathan Tate about using a similar process as the Canada Day Committee to deposit payments from vendors - Trinela Cane</p> <p>See if the vendor will need insurance if they have host a children's activity at their booth – Yvonne</p>

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	<ul style="list-style-type: none"> Ensure the activity can be done within their 10 x 10 booth space (Jing Yu will confirm this with the vendors) <p>e. Children's Activities</p> <p><u>Children's Activities Sub Committee:</u></p> <ul style="list-style-type: none"> Zack D'Souza, Events Administrator Christina Kim Loreta Chan Masud Sethi (new member) <p>Dennis Flaherty reported that he was still looking into whether the outdoor daycare area can be used for the Children's Festival. He did not anticipate that there will be an issue. The plan is to use the area for a children's activation zone. It was noted that a staff person may need to be assigned to the area if used at the festival.</p> <p>Zack D'Souza circulated a butterfly stamp that the Sub-Committee is proposing to use for the Play all day pass rather than the wrist bands. A butterfly stamp was chosen, as the mascot for the Festival is a butterfly and because Markham is the first monarch butterfly friendly City in Ontario. It was suggested that around 10 stamps be purchased and that black ink be used to stamp the children's hands. The stamp is being used instead of the wristband because children with special needs may be sensitive to wearing a wrist band and using the stamp will generate savings, as it is less expensive than purchasing the wrist bands and the stamps can be reused for future festivals.</p> <p>Susan Samuel joined the Children's Activity Sub Committee.</p>	<p>Lord Buckley Ask the vendor wishing to have a children's activity at their booth if it will fit into their 10 by 10 space – Jing Yu</p> <p>Check with Phoebe Fu about using the outdoor daycare area for the Children's Festival – Dennis Flaherty.</p>

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	<p>f. Volunteers</p> <p><u>Volunteer Sub Committee:</u></p> <ul style="list-style-type: none"> • Brianna Gabbard, Recreation, City of Markham • Zack D'Souza, Special Events, City of Markham • Adriana Scali, Committee Member, MMCF • Kaushi Rajah, Assistant to Councillor Kanapathi <p>The Volunteer Sub-Committee will reach out to the volunteers from last year to see if they are interested in volunteering again. New volunteers have been approaching the City regarding volunteering at the event. Information regarding volunteering will soon be put on the website. Trinela Cane advised that the new volunteer database can be used for the volunteer recruitment. Yvonne Lord Buckley will look into this possibility. The Committee emphasized the need to get the volunteer information on the website, as soon as possible</p> <p>The Committee discussed possibly circulating the volunteer t-shirts at the volunteer orientation rather than at the event. It also discussed doing the volunteer sign-in differently on the day of the event. Both of these changes would save time on the day of the event. The Volunteer Sub-Committee agreed to meet prior to the next meeting to go over its plan for the volunteers.</p> <p>The Committee agreed that the volunteer t-shirts should be orange and that the colour should be used at future festivals to help brand the festival. Yvonne Lord-Buckley will ask the vendor to recommend the best ink colour for the t-shirts. Sample t-shirts will be brought to the next meeting if possible. The Powerstream logo will be included on the t-shirts, as it is the 2016 volunteer sponsor.</p> <p>Moved by Peter Deboran Seconded by Susan Samuel</p> <p>That the Markham-Milliken Children's Festival Committee approve orange as the colour of the volunteer t-shirts.</p> <p style="text-align: right;">Carried</p>	<p>Look into using the volunteer database for the volunteer recruitment – Yvonne Lord Buckley</p> <p>Have a Volunteer Sub-Committee meeting to review the plan – Sub-Committee</p> <p>Bring samples of volunteer t-shirts to the next meeting if possible – Yvonne Lord Buckley</p>

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	<p>G. Communications – Diane Samek - LEAD</p> <p>Dennis Flaherty provided the following Corporate Communications update:</p> <p>1) <u>Today's Parent</u> The magazine <i>Today's Parent</i> will be running an article on the Children's Festival and it will advertise the festival in the magazine. In turn, they will receive a booth at the event for a discounted price.</p> <p>2) <u>Social Media Campaign</u> A targeted social media campaign could be created for the festival if budget permits.</p> <p>3) <u>Local Businesses</u> The Committee suggested asking local businesses to help promote the event.</p> <p>4) <u>Summer Camps</u> A promotional flyer advertising the festival is being circulated to children attending the City's summer camps. Shelly Srivastav will also circulate the flyer to some other camps. Yvonne Lord-Buckley will provide Shelly with copies of the flyer.</p> <p>5) <u>Places of Worship</u> The Committee suggested advertising the festival through Markham's places of worship.</p> <p>6) <u>Markham Life & City Page</u> The festival will be promoted in the next issue of Markham Life and on the City Page.</p> <p>7) <u>City Facilities</u> The festival will be promoted at Markham Civic Centre, and at Markham Libraries and Community Centres</p>	<p>Provide Shelly with copies of the flyer promoting the event to circulate to summer camps – Yvonne Lord-Buckley</p>

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	<p><u>Discussion</u></p> <p>The Committee asked if the festival could be promoted at Markham Stouffville Hospital. Trinela Cane advised she would look into this inquiry, but it was noted that in the past this has not been permitted.</p> <p>For future festivals, a Committee Member suggested hiring a popular children's performer to help promote the festival and to attract more attendees to the festival. It was noted that parents will often take their children to see performances of popular characters like Dora the Explorer.</p> <p>H. Set up and Strike – Leads: Yvonne Lord Buckley (Special Events), Matthew Busato (Parks Operations), Craig Breen (Roads Operations)</p> <p>Yvonne Lord-Buckley reported that there will be four janitorial staff working at the festival. They will empty the garbage bins throughout the day.</p>	<p>Ask if the festival could be promoted at the Hospital – Trinela Cane</p>
4. Next Meeting Date	The next meeting of the Markham-Milliken Children's Festival Committee will be held on July 28, 2016 at 5:30 pm.	
5. Adjournment	The Markham-Milliken Children's Festival Committee adjourned at 6:53 pm	