

Markham-Milliken Children's Festival Committee

July 28, 2016

Councillors Chamber

5:30 pm – 7:00 pm

Attendance:

Members:

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

Staff:

Trinela Cane, Commissioner of Corporate Services, Kaushi Rajah, Assistant to Councillor Kanapathi, Yvonne Lord-Buckley, Events Supervisor, Craig Breen, Supervisor, Roads, East, , Yu Jing, Events Administrator, Anastasia Aveskov, Corporate Communications ,and Laura Gold, Council/Committee Coordinator

Regrets:

Dennis Flaherty, Director of Communications & Community Engagement, Zack D'Souza, Events Administrator ,Loreta Chan, Christina Kim, Gowthaman Rajakumar, and Brieanna Gabbard, Administrative Assistant to the Director of Recreation

Item	Discussion	Action
1. Call to Order	The Markham-Milliken Children's Festival Committee convened at 5:30 pm with Councillor Logan Kanapathi presiding as the Chair.	
2. Approval of the Minutes	Moved by Susan Samuel Seconded by Adrianna Scali That the July 7, 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. A copy of the forecasted 2016 budget was provided to the	

Item	Discussion	Action
<p>Milliken Children's Festival</p>	<p>Committee.</p> <p>A Committee Member asked why there was a difference between the forecasted and proposed 2016 budget for the entertainment. Trinela Cane will look into this inquiry and report back at the next meeting.</p> <p>b. Sponsorship Trinela Cane reported that staff are working on securing a presenting sponsor for the event.</p> <p>Yvonne Lord-Buckley reported that staff are approaching TD Financial about having a bank machine at the festival. She asked if an in-kind sponsorship opportunity could be provided to TD if it agrees to provide the bank machine. The Committee supported the idea and Trinela Cane advised that she could help try to make this happen.</p> <p>c. Staging & Entertainment</p> <p><u>Entertainment Sub Committee:</u> Keithka Logan, Committee Member MMCF Saadi Zakki, Committee Member MMCF</p> <p>Kethika Logan provided the entertainment report. The following entertainment is being proposed to date for the festival:</p> <ul style="list-style-type: none"> • Balloon clown - \$375 for 3 hours • Magician - \$500 • Unity - \$150 • Stilts walkers - \$650 for 2 hours 	<p>Look into question regarding the entertainment budget – Trinela Cane</p> <p>Help approach TD Financial in regards to having a bank machine at the festival – Trinela Cane</p>

Item	Discussion	Action
	<ul style="list-style-type: none">• Mascots (price to be determined)• Various Community acts, some of which included:<ul style="list-style-type: none">○ Ballet and lyrical dance○ Asian band○ Chinese dance○ Banga dance (tentative) <p>The Entertainment Sub-Committee suggested there be a draw to bring patrons to the stage area and to possibly cover the picnic area in the front of the stage. Yvonne Lord Buckley suggested using some of the roaming performers and mascots to draw people to the stage and agreed to look into how much it would cost to cover the seating area.</p> <p>Moved by Peter Deboran Seconded by Adrianna Scali</p> <p>That the Markham-Milliken Children's Festival Committee approve \$1,675 for the entertainment listed above.</p> <p style="text-align: right;">Carried</p> <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 <p>Jing Yu provided the following update on the vendors:</p> <ul style="list-style-type: none">• 11 food vendors, including the food trucks• 5 not-for-profit vendors• 17 for profit vendors	<p>Look into how much it would cost to cover the seating area – Yvonne Lord-Buckley</p>

Item	Discussion	Action
	<p>Jing asked the Committee if there should be a limit on the number of financial services vendors. The Committee did not think there should be a limit, as no financial institution has exclusivity. It suggested that these booths have a children's activation to ensure they are in theme with the festival.</p> <p>Adrianna advised that she will approach some indoor playgrounds in Markham to see if they have an interest in having a booth at the event.</p> <p>The Committee gave Jing permission to keep on accepting vendor applications even though the deadline of July 27, 2016, has passed.</p> <p>An overview of the food vendors was provided. A Committee Member suggested that there should be a South Asian food vendor.</p> <p>Yvonne Lord Buckley reported that Adventure Mania, the provider of the inflatables, has asked about having a booth selling snow cones, popcorn, and cotton candy at the event. The vendor asked if it can pay 10% of its total sales from the booth rather than pay the \$300 vendor fee, as it is providing the inflatables for the event. The Committee considered the proposal and suggested providing the booth at the discounted price of \$200 instead.</p> <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 • Susan Samuel <p>Anastasia Aveskov reported that staff looked into the Committee's inquiry regarding using the daycare's outdoor space for an activation zone, but due to construction that is being undertaken in</p>	<p>Approach indoor playgrounds about having a booth at the event - Adrianna</p>

Item	Discussion	Action
	<p>the daycare area a waste bin is being stored there. Consequently, the space is unavailable to be used at the event.</p> <p>The Sub-Committee has completed its review of its inventory and has purchased new supplies for the children's activities. It is now looking into having a custom stamp made for the play all day pass, as it was too difficult to purchase enough of the butterfly stamp that was presented to the Committee at the last meeting. The Committee was in support of purchasing a custom stamp and asked that the details be provided at the next meeting.</p> <p>This year the children attending the festival may be able to feed the animals at the petting zoo. Staff are first looking at weather this will increase the City's liability prior to confirming this possibility. The Committee suggested that sanitizer be placed by the petting zoo if the children are feeding the animals. Staff advised there is already sanitizer at the petting zoo.</p> <p>There will be two trains this year, one for little kids, and one for everyone. Staff are looking into the possibility of having the route for the little kids circle around the fountain area at Civic Centre. The larger train will likely follow the same route as last year.</p> <p>Instead of having the mini circuit this year there will be animals that adults and children of all ages can ride. The reason for the change is because the mini circuit can only accommodate very young children and only a few children at a time.</p> <p>f. Volunteers</p> <p><u>Volunteer Sub Committee:</u></p> <ul style="list-style-type: none">• Brieanna 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>Provide details about the custom stamp at the next meeting – Yvonne Lord Buckley</p>

Item	Discussion	Action
	<p>The Volunteer Sub-Committee met and discussed using Better Impact, the City's Volunteer Database. A meeting has been set up next week to investigate this option further. If staff proceed with the option, the volunteer descriptions will need to be added to the database and all volunteers will require to have a vulnerable sector search undertaken. Possibly some financial assistance can be provided to volunteers unable to cover the cost of the search. Also, the City can provide volunteers with a letter that will allow them to have the search done at a discounted price.</p> <p>There will be two volunteer shifts this year, so more volunteers will be required this year. Peter and Adrianna will be lead the volunteer orientation. The Sub-Committee will also need the number of volunteers required by each activation zone so that it can plan accordingly.</p> <p>Staff are getting a quote from the City's cafeteria to provide the volunteer lunch.</p> <p>G. Communications – Diane Samek - LEAD</p> <p>Yvonne Lord Buckley advised that the website has been updated and that Diane Samek is working on the colourings promoting the festival. The communications are otherwise being implemented as planned.</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 she is working with the Parks Operation Supervisor on the set up and strike down of the event.</p> <p>Kaushi Rajah 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>Provide the number of volunteers your Sub-Committee's activation zone will need – Sub-Committees</p> <p>Find out if Miller will add additional stops to its shuttle route –</p>

Markham-Milliken Children's Festival Committee

July 28, 2016

Page 7 of 7

Item	Discussion	Action
		Kaushi Rajah
4. Next Meeting Date	The next meeting of the Markham-Milliken Children's Festival Committee will be held on August 11, 2016 at 5:30 pm.	
5. Adjournment	The Markham-Milliken Children's Festival Committee adjourned at 7:05 pm	