

Markham-Milliken Children's Festival Committee

April 21, 2016

5:30 PM

Canada Room

<p>Attendance:</p> <p>Members: Councillor Logan Kanapathi, Chair, Peter Deboran, Shelly Srivastav, Adrianna Scali, Saadi Zakki, Masud Sethi, Christina Kim, and Susan Samuel</p> <p>Regrets: Loreta Chan, Kethika Logan, and Gowthaman Rajakumar</p> <p>Staff: Trinela Cane, Commissioner of Corporate Services, Dennis Flaherty, Director of Communications & Community Engagement, Yvonne Lord-Buckley, Events Supervisor, Craig Breen, Supervisor, Roads, East, Kaushi Rajah, Assistant to Councillor Kanapathi, Brianna Gabbard, Administrative Assistant to the Director of Recreation, and Laura Gold, Council/Committee Coordinator</p>
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Item	Discussion	Action
<p>1. Approval of the Minutes</p>	<p>Moved by Saadi Zakki Seconded by Peter Deboran</p> <p>That the Minutes from the September 23, 2015, Markham-Milliken Children's Festival Committee be approved as presented.</p> <p align="right">Carried</p>	
<p>2. Board/Committee Orientation</p>	<p>Laura Gold, Council/Committee Coordinator provided a board/committee orientation and each Committee Member introduced themselves.</p> <p><u>Roles & Responsibilities</u></p> <p>Yvonne Lord Buckley asked the Committee Members to start thinking about which area of the festival they would like to assist with. She will provide more detail on the various roles and responsibilities at the next meeting.</p>	<p>Review roles at next meeting - Yvonne</p>
<p>3. 2016 Markham-Milliken Mills Children's Festival Committee</p>		

	<p><u>Staging and Entertainment</u></p> <p>A Committee Member suggested moving the location of the stage to make it the central gathering area of the festival. The current location of the stage was chosen due to the location of the power outlets, which are required to support to the entertainment. Yvonne advised that she would invite Perry Chan to the next meeting to discuss the staging.</p> <p><u>Finance</u></p> <p>The Committee reviewed the 2015 financial summary for the Children’s Festival. The surplus to date for last year’s festival is \$20,243, which brings the festivals deficit down to (\$6,343). It was noted that the deficit was accumulated over two years as a result to poor attendance at the festival due to bad weather.</p> <p>The Committee reviewed the outstanding sponsorship funds from last year’s Festival. Dennis Flaherty and Yvonne Lord-Buckley will look into this, as they thought both of the missing sponsorship cheques had been received. The Committee suggested improving the process used to receive and track payments for this year’s festival.</p> <p>It was explained that the 2015 actual budget will be used to create the 2016 budget for the festival.</p> <p>The Committee delegated signing authority for the payment of all festival invoices to Trinela Cane, Commissioner of Corporate Communications, and to Councillor Kanapathi.</p> <p>Moved by Peter Deboran Seconded by Christina Kim</p> <p>That the Markham-Milliken Children’s Festival Committee delegate signing authority for payment of all invoices for the festival to Trinela Cane, Commissioner of Corporate Communications, and to Councillor Logan Kanapathi.</p> <p><u>Sponsorship</u></p> <p>The Committee reviewed a list of sponsorship funds already promised for this year’s festival:</p> <ul style="list-style-type: none"> • RBC - \$5K – community activation zone sponsor 	<p>Invite Perry to the next meeting to discuss the staging – Yvonne Lord-Buckley</p> <p>Check to see if missing sponsorship cheques were received – Dennis Flaherty and Yvonne Lord-Buckley</p> <p>Improve the process to track incoming payments this year – Jonathan Tate, and Yvonne Lord-Buckley</p>
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	<ul style="list-style-type: none"> • TELUS - \$5K – stage sponsor • PowerStream - \$2.5K – volunteer sponsor <p>The City will be looking for two new presenting sponsors for the festival, but it will no longer have a sponsorship category for the naming rights for the festival to ensure the name of the festival stays the same in the future. The Committee suggested creating a sponsorship category for the picnic area, and the family rest area.</p> <p>A copy of the sponsorship package will be circulated to the Committee. The Committee was encouraged to help obtain sponsorship for the event. Members were advised against promising any sponsorship categories in case they have already been taken. Staff were confident that many of last year’s sponsors will return.</p> <p><u>Vendors</u></p> <p>The Committee discussed increasing the price to be a food truck vendor, and matching the price to be a food vendor with the Canada Day price. It was suggested that the food vendor price be increased to \$300 and that the food truck price be increased to \$550.</p> <p>Jonathan Tate reported that \$11,000 was raised from the vendors last year. A more specific breakdown of the vendor financials from last year was requested.</p> <p><u>Operations</u></p> <p>Yvonne Lord-Buckley reported that she has been in touch with a new inflatable and ride provider located in Milton. A brief overview of the proposal was provided. A slightly different ride mix was requested for this year’s festival. Two trains were requested instead of having the train and a large swing. One of the trains will be larger for families to ride on, and one will be smaller for little kids to ride on. The quote for the inflatables and rides is for \$11,750 (including taxes). Yvonne was requested to get another quote for the inflatables and rides so that the Committee can compare the quotes.</p> <p>The Committee agreed to approve Lionel’s horse and wagon ride, and the petting zoo, as these were both popular activities at last year’s festival.</p>	<p>Consider adding a picnic and a family rest area sponsor – Dennis Flaherty</p> <p>Send out copy of sponsorship package to Committee – Laura Gold</p> <p>Provide breakdown of vendor financials from the 2015 festival at the next meeting – Jonathan</p> <p>Bring back a second quote on the inflatables – Yvonne Lord - Buckley</p>
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	<p>Moved by Peter Deboran Seconded by Shelly Srivastav</p> <p>That the Markham-Milliken Children’s Festival Committee approve securing Lionel’s wagon ride and petting zoo for the 2016 festival.</p> <p><u>Corporate Communications</u> Dennis Flaherty reported that the City will do a combination of free and paid advertisement for the event. The majority of the advertisement will be done at no cost.</p> <p>The date of the 2016 Children’s Festival is August 27, 2016.</p>	
4. Next Meeting Date	<p>The next meeting of the Markham-Milliken Children’s Festival Committee will be held on May 12, at 5:30 pm.</p>	
5. Adjournment	<p>The Markham-Milliken Children’s Festival Committee adjourned at 7:04 pm.</p>	