



RBC MARKHAM-MILLIKEN CHILDREN'S FESTIVAL COMMITTEE

September 23, 2015

Councillors Lounge

5:30 PM

Committee Members: Councillor Logan Kanapathi, Chair, Christina Kim, Sylvia Marcos, RBC, Anthony Pirrotta, RBC, Sscar Ujjaini, RBC, and Peter Deboran
Staff Resources: Trinela Cane, Commissioner of Corporate Services, Yvonne Lord Buckley, Event Manager, Dennis Flaherty, Director of Corporate Communications & Community Engagement, Andrea Tang, Manager of Financial Planning, Kaushi Rajah, Assistant to Councillor Kanapathi, and Laura Gold, Council/Committee Coordinator
Regrets: Councillor Alan Ho, Christina Kim, Anthony Pirrotta, RBC, Sscar Ujjaini, RBC, and Peter Deboran, Loretta Chan, Nappinder Dogra, Kimberly Cheung, Andy Leung, Kethika Logan, Gowthaman Rajakumar, Jon Styles, Supervisor of Roads, Steve Matunin, Supervisor of Horticulture, Brianna Gabbard, Recreation, Diane Samek, Senior Advisor, Marketing & Communications, Louise Boscardin, Corporate Communications & Community Engagement and James Bingham, Parks

Agenda Item	Discussion	Action Item
1. Call to Order	The RBC Markham-Milliken Children's Festival was called to order at 6:00 p.m. with Councillor Logan Kanapathi presiding as Chair. The Chair thanked the Committee, Staff, and RBC for a successful 2015, RBC Markham-Milliken Children's Festival.	
2. Minutes	The Minutes from the August 12, 2015, RBC Markham-Milliken Children's Festival Committee could not be approved as there was no quorum.	

3. Review of the 2015 RBC Markham-Milliken Children's Festival	The Committee provided the following feedback on the 2015 Children's Festival: <u>Layout</u> • The layout of the festival worked very well • The new family rest area was well used by families, and resulted in allot less wear and tear of Civic Centre • Need to create more shaded areas for next year (note: possibly branded umbrellas for the picnic tables) • Some patrons suggested that cash management should be where the rides are located • Some Committee Members thought Civic Centre should be open, as it is a public facility, while others thought it should remain closed ○ Keeping Civic Centre open would mean more janitorial staf,f and an additional security person <u>Signage</u> • Some of the signs could have been improved <u>Volunteers</u> • Good complement of volunteers • There were about 170 volunteers and all of the volunteers were busy • Liked having adults in the volunteer lead positions • Some of the areas could have used more volunteers (e.g. assist with the inflatables) • Should have t-shirts for the Committee Members next year, as it is a good visual identifier • Positive feedback has been received from the volunteers to date • Look at how garbage duty is being scheduled, as some of the volunteers were getting tired with this role • Hope to have volunteers comeback next year <u>Festival Hours</u> • Possibly extend the festival hour until 8:00 pm and show a family movie in the evening • Consider starting later or having two volunteer shifts if the hours of the festival are
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	extended • Busiest periods were from 10:30 am -12:30 pm, and again from 2:30 pm -4:30 pm <u>Entertainment</u> • Entertainment was well received • Families really liked the performance by Bella and the Beast • May need more bands next year • The location of the stage was a success, as parents could watch the entertainment as their kids did activities • There was not huge crowds around the stage • Extend entertainment hours if festival hours are extended • Consider having a battle of the bands if the festival hours are extended (Note: The Committee thought this may be difficult to organize in the summer months) • Suggested having the School of Rock band perform at next year's Children's Festival <u>Children's Activities</u> • The train and swing were very popular children's activities • Consider having two trains and the maximum number of mini circuit cars available • The mascots were very popular • The wagon ride was a bit too long (Note: route needed to be changed at the last minute, as people were complaining about the sun) • Petting zoo was very popular • There were some complaints that some of the rides were cut off too early • Need to better understand the implications of cutting the lines off early <u>Food</u> • Need more ice cream vendors to help elevate the lines • Strategically locate additional ice cream vendors around the festival • Put one ice cream vendor by the inflatables to distract the children as they wait in line • Should have cotton candy and snow cones next year	
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	<u>Wrist Bands</u> • Providing the two dollar discounts with the colouring was well received, however, cash management found it difficult to manage, as they had to provide a lot of change • Many children participated in the colouring activity • There were about 400 posted on the fence • Wrist band sales were slightly down from last year, but the Committee did not think that attendance was down • Some patrons suggested there should be a volunteer walking around selling wristbands • The line-up to buy wristbands went fast • Consider having a family pass for larger families <u>Marketing and Social Media</u> • Could increase the marketing budget • Paid for targeted social media this year • Would like to increase the media coverage • Promote festival to parents that register their children in summer programs/camps (Note: parents would need to register to receive this type of information) <u>Shuttle Bus</u> • Adding more stops to the shuttle bus may increase attendance, as currently have quite a ways to walk <u>Preliminary Financial Results</u> • Obtained a surplus of about \$20,000 • Will bring deficit down to \$6,000 • If the outstanding donation of \$5,000 is received the Committee will be in an almost breakeven position • Lower sale of wrist band higher overall revenue • The revenue from the wristbands was down \$1,700 from last year • Revenue from the vendor booths was up \$2,000 from last year • Expenditures were well managed, as there were more expenses, but overall expenditures remained the same as last year	
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	• There is a new provincial grant the Committee could apply for next year <u>Operations</u> • Need more staff to help with take-down next year • Should continue to have vendors bring their own table and chairs, as this worked very well this year • Used hydro for stage this year, but need to come up with a plan to charge vendors for power next year • Staff will meet to discuss a strategy with respect to charging vendors for their power • Vendor survey results have been very positive and the survey results indicated that their revenue increased this year <u>RBC Activation Zone</u> • Very pleased with the festival • Activation zone went well <u>Survey</u> • It was suggested that a survey be given to festival patrons to better understand their expectations	
4. Adjournment	The RBC Markham-Milliken Children Festival adjourned at 7:35 p.m.	