



RBC MARKHAM-MILLIKEN CHILDREN'S FESTIVAL COMMITTEE

August 12, 2015

Ontario Room

5:30 PM

Committee Members: Councillor Logan Kanapathi, Chair, Christina Kim, Sylvia Marcos, RBC, Anthony Pirrotta, RBC, Srcar 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, Louise Boscardin, Corporate Communications & Community Engagement, Andrea Tang, Manager of Financial Planning, Diane Samek, Senior Advisor, Marketing & Communications, Kaushi Rajah, Assistant to Councillor Kanapathi, and Laura Gold, Council/Committee Coordinator

Regrets: Councillor Alan Ho, Loretta Chan, Nappinder Dogra, Kimberly Cheung, Andy Leung, Kethika Logan, Gowthaman Rajakumar, Jon Styles, Supervisor of Roads, Steve Matunin, Supervisor of Horticulture, Brieanna Gabbard, Recreation, 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 5:38 p.m. with Councillor Logan Kanapathi presiding as Chair.	
2. Minutes	Moved by Peter Deboran Seconded by Anthony Pirrotta That the Minutes from the July 29, 2015 RBC Markham Milliken Children's Festival Committee be approved as presented.	CARRIED

3. 2015 RBC Markham-Milliken Children's Festival Committee	A. RBC Anthony Pirrotta provided the following update from RBC: • Continue to promote the festival to its Markham, and Markham Ajax branches • Activation zone will be the same as last year • Selected volunteers have created as schedule for the day of the event RBC was requested to provide: 1) a list of people from RBC who will be attending the event; 2) the number of parking passes required. The list will be used on a back-up basis if someone does not have a parking pass. Some parking passes were provided to RBC at the meeting. B. Staging and Entertainment Yvonne Lord-Buckley provided the staging and entertainment update: • All stage performances are confirmed • Markham Theatre Group will do three on stage performances, photos, and autographs • 10 Mascots will roam the festival (e.g. Minnie and Mickey Mouse) • Working on run sheet for event • Will have a larger stage • Will have fencing around the garden • Will use the City's power outlets rather than generators • Will have fencing demo and fence will be available for autographs C. Finance Andrea Tang provided the following budget update: • \$22,000 has been obtained in sponsorship to date (exceeded target) • \$9,800 in vendor revenue has been obtained to date (exceeded target) • Expenses have yet to be submitted • Budget for expenses is \$49K • Target revenue from all day pass - \$25K VIP attendance	Provide: 1) a list of people from RBC who will be attending the event; 2) the number of parking passes required – Anthony Pirrotta
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	• Will have VIP reception at 10:30am with coffee and muffins • Can invite federal politicians typically invited to the event • Volunteers should be advised that federal candidates can attend the event, but they cannot campaign D. Operations & Volunteers Yvonne Lord Buckley provided the following update on the operations: <u>Vendors</u> • Circulated a map with the vendor locations • 16 for profit vendors to date • Provided vendors with instructions for the day of the event, and inquired if they will have debit (Note: still waiting for responses) • Following up with vendor regarding providing gelato <u>Washrooms</u> • Will have one washroom with baby change area <u>Volunteers</u> • McDonalds will provide the volunteer breakfast and is still confirming if it will be able to provide its coffee truck • Will ask Panera if it can provide the volunteer lunch • Staff /adult volunteer leads will help with issues as they arise • Volunteer team leads/captains will assist the volunteers in their roles and responsibilities • 310 volunteer responded to the volunteer recruitment • There will be 60 returning volunteers, and 15 returning volunteer captains • Total estimated number of volunteers required is 165 • The Volunteer orientation is scheduled to be held on August 18 • Staff are still working out the break schedule for the volunteers • Will have runners to cover volunteer breaks • Volunteer can go to the volunteer rest area during their breaks	Educate volunteers that federal candidates cannot campaign at the event - Yvonne Follow up with gelato vendor - Yvonne See if Panera can provide the volunteer lunch - Yvonne Work out break schedule for volunteers - Yvonne
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	• Staff will look into getting volunteer t-shirts with the sponsorship information on them • Already have t-shirts for the volunteer captains • Circulated a breakdown of the volunteer requirements • Will provide a write up of each of the volunteer positions at the volunteer orientation • Will provide water and cookies at the volunteer orientation • Staff will complete community hour form for school age volunteers • Recommended sending an out a letter by email thanking the volunteers after the event • Recommended recognizing the volunteers at the quarterly Special Recognition Council Meeting • Next year should have access to the new volunteer database <u>Inflatables</u> • Inflatable will have a sign with the qualifications to ride and chart to measure if your child is tall enough to ride • Volunteer leads and captains will help organize the lines <u>Children's Tents & Activities</u> • All three children's tents are sponsored • Suggested adding a banner on each end of the tent (Note: Diane will arrange) • Placing some of the children's activities in 10 by 10 tent right outside of the children's tent (colouring, bubble, games, and chalk zones) to better manage the crowds • Loretta and Brianna have done an inventory of all of the children's supplies • Suggested a better spot could be found to store the supplies, as the space is currently being shared with the Montessori School • Will do an inventory of all the supplies after the event <u>Parking</u> • Displayed map of parking • Total number of parking spaces unknown, but there are lots of parking spaces • Shuttle bus will run from Milliken Mills Community Centre to Cox Blvd. • The event parking map was requested to be placed on the website (Louise Boscardin will	Look into getting volunteer t-shirts with sponsor info – Yvonne Provide write up of volunteer positions and cookies and water at volunteer orientation - Yvonne Prepare thank you email after event – Yvonne and Councillor Kanapathi Think about recognizing the volunteers at a Special Council Meeting - Yvonne
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	arrange) D. Corporate Communications Dennis Flaherty and Diane Samek provided the following Corporate Communications update: • Working on a radio script for 105.9 (note: includes 5 spots per day at prime time) • All promotions in the communication plan have been activated • Currently focusing on event signage • Will advertise in Ming Pao on Saturday (note: got a reduced price by making them a media sponsor of the event) • Quarter page ads will appear in the Markham Economist & Sun • A big ad will be on the city page in the Markham Economist & Sun tomorrow • Website is up-to-date • Banner on website	
4. Next Meeting Date	The next meeting of the RBC Markham-Milliken Children's Festival Committee will be held after the festival on a date to be determined.	
5. Adjournment	The RBC Markham-Milliken Children Festival adjourned at 7:01 p.m.	