



RBC MARKHAM-MILLIKEN CHILDREN'S FESTIVAL COMMITTEE

April 29, 2015

Ontario Room

5:30 PM

Committee Members: Councillor Logan Kanapathi, Chair, Councillor Alan Ho, Nappinder Dogra, Kethika Logan, Peter Deboran, Anthony Pirrotta, Srac Ujjaini, Sylvia Marcos, and Christina Kim Staff Resources: Trinela Cane, Commissioner of Corporate Services, Yvonne Lord Buckley, Event Manager, Dennis Flaherty, Director of Corporate Communications & Community Engagement, Diane Samek, Senior Advisor, Marketing & Communications, Louise Boscardin, Corporate Communications & Community Engagement, Kaushi Rajah, Jonathan Tate, Business Analyst, and Laura Gold, Council/Committee Coordinator Regrets: Loretta Chan, Gowthaman Rajakumar, Jeevan Trehan, Kimberly Cheung, Munira Budhdeo, Andy Leung, Oscar Tran, Jon Styles, Supervisor of Roads, Steve Matunin, Supervisor of Horticulture, Brieanna Gabbard, Recreation, and James Bingham, Parks	
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Agenda Item	Discussion	Action Item
1. Call to Order	The RBC Markham-Milliken Children's Festival was called to order without quorum at 5:38 p.m. with Councillor Logan Kanapathi presiding as Chair.	
2. Minutes	A correction was made to the attendance of the March 25, 2015 minutes. Moved by Peter Deboran Seconded by Councillor Alan Ho That the Minutes of the February 26, and the March 25, 2015 RBC Markham-Milliken Children's Festival Committee be adopted as amended.	CARRIED

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3. 2015 RBC Markham-Milliken Children's Festival Committee	A. Staging and Entertainment <u>Stage</u> Kethika Logan inquired if it was possible to have a slightly larger stage than last year. Staff will look into this possibility and advised that a larger canopy would be required if a larger stage is used. <u>Unity and Assassin</u> Kethika Logan reported that the dance groups Unity and Assassin would be available to perform at the festival this year. <u>Superhero and Princess Costumes</u> Yvonne Lord Buckley advised there is an opportunity to rent superhero and princess costumes for this year's festival. The cost is \$90 per costume. B. Finance <u>Quotes</u> Yvonne Lord Buckley presented a breakdown of the quotes being requested for approval. The quotes were compared with the amounts paid for the services in 2014. <i>Airbounce Amusements</i> Airbounce Amusements quote was slightly higher than last year due to the contract including more staff to operate the inflatables, and more expensive premium rides and inflatables were selected. More staff were requested from Airbounce so that less volunteers will be needed to operate the inflatables, as last year there were some safety concerns regarding volunteers operating the inflatables. The premium rides and inflatables were selected to provide more variety in the rides being offered and because they can accommodate more children. One skydancer is also being provided with the quote free of charge.	

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	The Committee suggested that the volunteers’ role with respect to the inflatables should be clarified. The importance of providing opportunities for youth to volunteer at the festival was discussed. Staff advised that the City will need approximately 250 volunteers for this year’s festival. <i>Wagon Ride</i> The wagon ride is being recommended as an activity as it was very popular last year and it adds value to the wristband. <u>Approval of Quotes</u> Moved by Nappinder Dogra Seconded by Kethika Logan The Committee approved the following quotes (tax not included): <table><tr><td>Airbounce Amusement</td><td>\$10,536.00</td></tr><tr><td>Lionel’s Wagon Ride</td><td>\$700.00</td></tr><tr><td>Tiger Paws Exotics/ Lionel’s Petting Zoo</td><td>\$750.00</td></tr><tr><td>SuperSave</td><td>\$4,470.85</td></tr><tr><td>Network Productions</td><td>\$4,100.00</td></tr><tr><td>Gervais</td><td>\$4,505</td></tr></table> CARRIED Moved by Nappinder Dogra Seconded by Kethika Logan That the Committee approved paying an additional \$250 for a larger stage and canopy.	Airbounce Amusement	\$10,536.00	Lionel’s Wagon Ride	\$700.00	Tiger Paws Exotics/ Lionel’s Petting Zoo	\$750.00	SuperSave	\$4,470.85	Network Productions	\$4,100.00	Gervais	\$4,505	Clarify volunteer role with respect to inflatables - Yvonne
Airbounce Amusement	\$10,536.00													
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	It was noted that all quotes for the festival should be submitted to Jonathan Tate. C. RBC Anthony Pirrotta advised that RBC will be unable to provide ATM machines at this year's festival due to security concerns. The possibility of RBC providing a coupon towards the wristband is still being explored. Trinela Cane will make arrangements with Cash Management to have debit/cash back available at the festival so that patrons can get cash, as RBC will be unable to provide ATM machines. D. Sponsorship The draft sponsorship package was circulated to the Committee for its feedback. The sponsorship package will be sent out to businesses soon. The letter will be signed by the two Councillors on the Committee. Staff are following up with sponsors from last year and seeking new sponsorship opportunities. To date, Popular Books has demonstrated an interest in being a street name sponsor, and Panera Bread has offered to provide some of the food for the volunteers. Staff are also speaking to McDonalds about the possibility of providing free coffee and the volunteer breakfast again this year. It was advised that RBC has renewed its sponsorship of the Children's Festival. E. Operations <u>Vendors</u> The vendors application form is being finalized. Staff have started to receive inquiries from vendors. The Scouts, Unionville Soccer Club, and Spring Free Trampoline have demonstrated an	Arrange for Cash Management to provide debit/cash back at the festival – Trinela Cane

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	interest in being vendors again at this year's event. The festival layout was revised to fit more food vendors and food trucks, as staff are trying to increase the number of these vendors from last year. Having more food trucks may also attract more patrons, as many food trucks have followers. There may also be an opportunity to reduce noise and air pollution by charging vendors for electricity rather than having them bring generators, as the parking lot at Civic Centre is being redone. Once the construction to the parking lot is complete there will be electrical outlets that can be used for events. Staff would need to make sure that all the construction is complete by the festival for this option to be considered. <u>Lost Children</u> A Sky dancer will be placed by the lost child area, so patrons know where to go if they lose their child. <u>Parking</u> A better map is being created to show where the VIP parking is located. Parking passes will also be sent out more in advance this year. F. Volunteers The new volunteer database being piloted by staff will not be available until November. Therefore, the Committee will need to use an alternative process for accepting volunteer applications. It was suggested that Yvonne meet with Andy and Gowth to come up with a plan. All volunteers will require a criminal record/vulnerable sector check. Through an agreement the City has with York Region, the police check will cost \$30, which will be paid by the volunteer. There was a discussion on whether the police check presents a barrier to volunteering for some students and whether some students could get a subsidy for the police check. Staff will look into this matter with the Volunteer Coordinator.	Ensure construction will be done and that the electrical outlets will be available for the festival - Yvonne Meet with Gowth and Andy to discuss how volunteer application will be received – Yvonne Look into the possibility of providing a subsidy to youth volunteer who need

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	G. Corporate Communications and Advertising Diane Samek advised that the City will use the existing communication strategy for the Children's Festival with some modifications. The following update on communications for the festival was provided: • Booked photographer for the event and media launch • Will advertise the Children's Festival at Global Fest • Will start promoting the event about two months prior to the event • Will update website, which will be linked from the Recreation, Culture and Library dropdown menu on the City's homepage • Promote event on the City's electronic boards • Partnering with local York Region radio station to promote the event	it to get a criminal record check - Yvonne
4. Next Meeting Date	The next meeting of the RBC Markham-Milliken Children's Festival Committee will be held on Thursday, May 21, 2015 at 5:30 pm.	
5. Adjournment	The RBC Markham-Milliken Children Festival adjourned at 7:42 p.m.	