



RBC MARKHAM-MILLIKEN CHILDREN'S FESTIVAL COMMITTEE

May 21, 2015

Council Chamber

5:30 PM

Committee Members: Councillor Logan Kanapathi, Chair, Councillor Alan Ho, Sracar Ujjaini, RBC 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, Nappinder Dogra, Kethika Logan, Peter Deboran, Jeevan Trehan, Kimberly Cheung, Munira Budhdeo, Andy Leung, Oscar Tran, Jon Styles, Supervisor of Roads, Steve Matunin, Supervisor of Horticulture, Brianna Gabbard, Recreation, James Bingham, Parks, and Sylvia Marcos, RBC, and Anthony Pirrotta, RBC	
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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	The approval of the Minutes was deferred to the next meeting as there was no quorum.	
3. 2015 RBC Markham-Milliken Children's Festival Committee	A. Sub-Committee Roles and Responsibilities Yvonne Lord Buckley will bring the critical path to the next meeting. This will help outline the roles and responsibilities of the sub-committees and when tasks need to be completed. Gowthaman Rajakumar has advised that he will be unable attend meetings, but would still like to help out with the event planning.	

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	B. Staging and Entertainment <u>Stage</u> Yvonne Lord Buckley advised that it may be a challenge to find a canopy that will cover a larger stage. She will continue to investigate the possibility of having a larger stage and will report back to the Staging and Entertainment Committee. C. RBC Srcar Ujjaini advised that RBC is on track with its plans for the festival. The promotion of the event at branches will start earlier this year. D. Finance Jonathan Tate provided the financial update. <u>2014 Sponsorship</u> All of the sponsorship funds from 2014 have either been received or are in the process of being received. This reduces the deficit carried over from previous years to \$19K, which the Committee hoped to eliminate this year. <u>2015 Sponsorship</u> Staff were confident that many of sponsors from last year would renew their sponsorship for this year's festival. To the date there are the following sponsors of the 2015 Children's Festival: • ? - Ticket Booth • Popular Books, Canada Limited – Street Name • Telus - Community Park (sponsored the park for four consecutive years with sponsorship amount to be paid upfront) • Spring Free Trampoline • Powerstream	

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	E. Operations <u>Vendors</u> A draft copy of the new branded vendor's application form was circulated to the Committee. The form will be finalized this week. New this year, vendors will be able to make their payment at the Contact Centre or call in their payment. This will make it easier for staff to track the vendor payments and it will make it more convenient for vendors to make a payment. A meeting is being held with the Contact Centre to review the process. Staff have been reaching out to vendors through social media, and through the vendors list from last year. To date approximately 15 vendors have demonstrated an interest in participating in the festival. Staff are still investigating whether some of the vendors will be able to use the electrical hook ups. Jonathan Tate will work with Yvonne to find out if the electrical hook ups can be used at the event. <u>Airbounce's Contract</u> The City's Legal Department has requested some changes to the Airbounce contract. Staff are working with Airbounce to resolve the issues and to finalize the contract. F. Volunteers Diane Samek is still determining the process for accepting volunteer applications. The new volunteer software purchased by the City will likely not be available for use on time for the festival, but there is a chance that the old system could be used for the festival. One of the advantages of the old system is that it could be accessed externally by the Volunteer Sub-Committee and Members of the Sub-Committee are already familiar with the software. Once staff have determined the system being used to recruit the volunteers, a volunteer recruitment campaign will be run both internally and externally. The total number of volunteers required was unknown at this time, but it was anticipated that	Work with Yvonne to see if the electrical hook ups can be used at the event – Jonathan Tate

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	less volunteers would be required this year. Staff will also need to confirm with Cash Management how many staff volunteers they require for the day of the event. G. Corporate Communications and Advertising Diane Samek provided the following update on the promotion of the event: • The website has been updated • The vendor applications will be added to the website once it is completed • The promotion of the festival will be full scale in the six to eight weeks prior to the event • The colouring sheets have been updated and will be used again this year to promote the event The Committee had the following suggestions with respect to the sponsorship package: • update the package to reflect which sponsorship opportunities have already been taken • Simplify the wording in the sponsorship package Diane Samek will investigate these suggestions and report back to the Committee.	Look into the Committee's suggestions regarding the sponsorship package – Diane Samek
4. Next Meeting Date	The next meeting of the RBC Markham-Milliken Children's Festival Committee will be held on Thursday, June 18, 2015 at 5:30 pm.	
5. Adjournment	The RBC Markham-Milliken Children Festival adjourned at 6:45 p.m.	