



RBC MARKHAM-MILLIKEN CHILDREN'S FESTIVAL COMMITTEE

June 18, 2015

Council Chamber

5:30 PM

Committee Members: Councillor Logan Kanapathi, Chair, Councillor Alan Ho, Sylvia Marcos, RBC and Christina Kim (teleconference), and Loretta Chan (teleconference) Staff Resources: Trinela Cane, Commissioner of Corporate Services, Yvonne Lord Buckley, Event Manager, Jonathan Tate, Business Analyst, and Laura Gold, Council/Committee Coordinator Regrets: Dennis Flaherty, Director of Corporate Communications & Community Engagement, Diane Samek, Senior Advisor, Marketing & Communications, Louise Boscardin, Corporate Communications & Community Engagement, Kaushi Rajah, Gowthaman Rajakumar, Nappinder Dogra, Kethika Logan, Peter Deboran, Kimberly Cheung, Munira Budhdeo, Andy Leung, Oscar Tran, Jon Styles, Supervisor of Roads, Steve Matunin, Supervisor of Horticulture, Brieanna Gabbard, Recreation, James Bingham, Parks, and, Srcar Ujjaini, 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. RBC Sylvia Marcos advised that RBC is on track with its plans for the festival. It will start the promotion of the event at branches when it gets the event poster. Yvonne will advise Sylvia when the poster will be available. The RBC volunteers will be wearing RBC t-shirts on the day of the event.	Advise RBC when the event poster will be ready - Yvonne

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	A. Staging and Entertainment The Sub-Committee provided a staging and entertainment update by email. The following update was provided: • Have a classical, and a taekwondo performance lined up • Arrangements with Farco Entertainment, and Unity are in the works • Quotes will be presented at the next meeting Yvonne Lord-Buckley will speak to the Entertainment & Staging Sub-Committee regarding the possibility of having super heroes and princesses, and a fencing demonstration at the Festival. B. Finance Jonathan Tate provided the financial update. A copy of the proposed 2015 budget was circulated to the Committee. The 2015 Budget is based on the actual 2014 expenditures, except for the sponsorship, which was raised based on the success of last year’s event. A targeted sponsorship strategy will be used to obtain sponsorship funds this year. The highlights of the budget included the following: <table><tr><td>Opening Balance</td><td>(\$26,704)</td></tr><tr><td>Total Anticipated Funding</td><td>\$67,637</td></tr><tr><td>Total Anticipated Expenditures</td><td>\$49,346</td></tr><tr><td>Anticipated 2015 Year Surplus/Deficit</td><td>\$18,291</td></tr><tr><td>Anticipated Cumulative Surplus</td><td>(\$8,413)</td></tr></table> E. Operations <u>Vendors</u> Staff sent out a call for vendors. The price for food trucks was increased from last year, as they take more space than a regular vendor. To date there are four vendors of various kinds that have signed up for the festival, which will bring in \$1,700 in revenue. More vendors are	Opening Balance	(\$26,704)	Total Anticipated Funding	\$67,637	Total Anticipated Expenditures	\$49,346	Anticipated 2015 Year Surplus/Deficit	\$18,291	Anticipated Cumulative Surplus	(\$8,413)	Speak to the Entertainment & Staging Sub-Committee regarding having super heroes, princesses, and a fencing demonstration – Yvonne
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	anticipated to sign up. Staff have a list of community and City booths, which have indicated that they would like to participate in the festival. The contracts for the inflatables, wagon ride, tents, and petting zoo have all been firmed up. A quote for \$720 for the mini circuit contract needs to be approved by email. The Committee should be provided with clear information on the quote so that it can make an informed decision. It was suggested that the children's activities should be firmed up for this year's festival. To ensure there is enough activities, and to provide adequate time to get any supplies that need to be purchased. F. Volunteers Yvonne Lord-Buckley reported that it is still unclear which database will be used for the volunteer recruitment. Each sub-committee will need to report how many volunteers it requires for the festival. This will help staff anticipate how many volunteers are required for this year's festival. Some of the volunteers from the Pan Am event have demonstrated an interest in volunteering at the festival, and Seize will be providing adult volunteers The Committee recommended that the process for recruiting volunteers be firmed up as soon as possible so that recruitment can begin. It was suggested that staff reach out to past volunteers, internal staff, and to the Board of Trade for volunteers. Sylvia Marcos will also reach out to RBC employees to see if any of their teenage children are interested in volunteering at the festival. There was a discussion on the importance of having youth volunteers, as it is an event that is targeting children. It also provides youth age 16 and up with leadership opportunities. Volunteer positions should be carefully assigned to balance the benefits that both adult volunteers and youth volunteers bring to the event. A suggestion was made to get volunteers to help with the recruitment of the volunteers.	Email quote for mini circuit with clear information - Yvonne Firm up children's activities - Yvonne Firm up volunteer process and start recruitment – Yvonne, and Diane Reach out to past volunteers, internal staff, and to the Board of Trade for volunteers – Yvonne, and Diane Ask RBC staff if they or their teens are interested in volunteering at the event - Sylvia

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	Growth will not be able to take on the management of the volunteers or the volunteer orientation for this year's event. A Committee Member will need to be assigned to this role for this year's festival. G. Corporate Communications and Advertising Yvonne Lord-Buckley provided the following corporate communications and advertising update: • Have updated event information on the website • Will add volunteer recruitment to the website once the process is confirmed • Will have signs on the street promoting the event • Will hold press conference on July 28, 2015 The Committee wanted to ensure that the promotion of the event does not get lost, as there are many other events being promoted that are happening around the same time as the festival.	Look into having volunteers help with the recruitment of the volunteers– Yvonne and Diane Assign a Committee Member to management of the volunteers - Committee
4. Next Meeting Date	The next meeting of the RBC Markham-Milliken Children's Festival Committee will be held on Wednesday, July 8, 2015 at 5:30 pm. On a go forward basis, meetings will be scheduled bi-weekly on Wednesday at 5:30 p.m.	
5. Adjournment	The RBC Markham-Milliken Children Festival adjourned at 6:29 p.m.	