



RBC MARKHAM-MILLIKEN CHILDREN'S FESTIVAL COMMITTEE

July 15, 2015

Council Chamber

5:30 PM

Committee Members: Councillor Logan Kanapathi, Chair, Sylvia Marcos, RBC, Anthony Pirrotta, RBC, Peter Deboran, Christina Kim (teleconference), Kethika Logan, and Gowthaman Rajakumar Staff Resources: Trinela Cane, Commissioner of Corporate Services, Yvonne Lord Buckley, Event Manager, Jonathan Tate, Business Analyst, Diane Samek, Senior Advisor, Marketing & Communications, Kaushi Rajah, Assistant to Councillor Kanapathi, and Laura Gold, Council/Committee Coordinator Regrets: Councillor Alan Ho, Dennis Flaherty, Director of Corporate Communications & Community Engagement, Louise Boscardin, Corporate Communications & Community Engagement, , Loretta Chan, Nappinder Dogra, 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, Sracar Ujjaini, 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 at 5:38 p.m. with Councillor Logan Kanapathi presiding as Chair.	
2. Minutes	Moved by Anthony Pirrotta Seconded by Sylvia Marcos That the Minutes from the April 29, May 21, and June 18, 2015 be approved as presented. CARRIED	
3. 2015 RBC Markham-Milliken Children's Festival Committee	A. RBC Sylvia Marcos reported that RBC has been provided with two memory sticks with the promotional documents on them. Diane Samek will email the RBC representatives the link to the volunteer webpage once the online form is complete so that it can be circulated to RBC staff.	Provide link to volunteer page to RBC representatives to circulate to their staff - Diane

B. Staging and Entertainment

Kethika Logan provided the staging and entertainment update. She reviewed a list of quotes for approval and reviewed the performance schedule for the festival. Yvonne Lord-Buckley requested that a group of four singing Wizard of Oz songs, and a DJ be added to the performance schedule. Both will perform for free, but the group of four is asking that the MC do a brief mentioning of their group. The DJ is also participating in the City's summer company program.

Moved by Peter Deboran
Seconded by Gowthaman Rajakumar

That the RBC Markham-Milliken Children's Festival approve the following quotes:

Company	Act	Rate
Farco Entertainment	<i>Stiltwalker</i>	\$650 for 2 hours
	<i>Strolling Balloon Clown</i>	\$375 for 3 hours
	<i>Magician – Robert Testa</i>	\$450 for 45 mins
Community Acts	<i>Classical Indian Dance</i>	\$75
	<i>Unity</i>	\$175
	<i>Singer Sierra Luka</i>	\$75/ each
	<i>Band Rozella</i>	
	<i>Carol C Dance Studio (Chinese Dance)</i>	\$75
	<i>Bhangara Performance</i>	\$150

	C. Finance Jonathan Tate provided a brief financial update. There has been approximately \$12,000 in sponsorship secured to date. Staff are working on securing additional sponsorship opportunities. There is lots of competition for sponsorship funds this year due to the Pan Am Games. A more comprehensive financial update will be provided at the next meeting. D. Operations <u>Inflatables</u> Yvonne Lord-Buckley reported that the Airbounce contract has been finalized. Airbounce staff will man the inflatables with some volunteer assistance. The Committee recommended that the inflatables be set up the morning of the event in case it rains the night before based on success in 2014. <u>Petting Zoo</u> The petting zoo vendor will look at the site to make recommendations with respect to where it should be located. A new vendor is providing the petting zoo this year at a much reduced price. The only difference is that the zoo will not have exotic animals. <u>Children's Rides</u> The swing and train rides will hold more people than the rides used last year. Staff are also trying to make the train route more interesting this year. Staff were hopeful that the larger ride capacity would help mitigate the line-ups. <u>Children's Activities</u> Loretta Chan and Brianna Gabbard are working on the organization of the children's activities. They will report back on the volunteer requirements for the children's activities. They will also be looking at what supplies they will need.	CARRIED Arrange for inflatables to be set up the morning of the event – Yvonne
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	<u>Critical Path</u> Yvonne will bring a copy of the critical path to the next meeting to review what tasks still need to be undertaken. <u>Power Outlets</u> Perry will be visiting the site tomorrow to see if he can use the power outlet instead of the generators. The site layout may need to be changed to accommodate the use of the outlets, but it looks like it will be manageable to use them. <u>RBC Space Requirements</u> RBC has sent in its space requirements for its activation space. Their space requirements will also need to be worked into the festival layout. <u>City Tent</u> The City will also be having a tent, as it will be conducting a survey on iPads as part of Building Markham's Future Together. The target audience of the survey is families. <u>Sky Dancers</u> Two extra free sky dancers were obtained from another company. One can be used to mark the ticket booth and the other for a location to be determined. <u>Pictures with the Pachi and Torch</u> The find "Pachi" activities will continue at the festival. Families will also be able to take a picture with Pachi and with the torch. It was recommended that the torch be placed on a stand, as it is quite heavy and fragile. Trinela will look into getting a stand. The pictures can be included as part of the video montage being made of the City's Pan Am experience. <u>Washrooms</u> The Committee discussed developing a strategy for keeping the washrooms clean and for letting patrons into Civic Centre to use the facilities when required. There will be four larger portable washrooms that can be used to change babies, but it was too expensive to get a trailer change	Look into getting a stand for the torch - Trinela
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	room. This will be discussed off line <u>Vendors</u> To date there are 16 vendors that will be participating in the event. Staff are ensuring that all of the food vendors have the proper documentation required under <i>Toxic Substance Control Act</i>. The owner of the Shopsy's food truck has agreed to help educate the food vendors on the requirements. All vendor inquiries should be sent to Yvonne. <u>Mascots</u> Yvonne reported that families will be able to take pictures with mascots rather than superheroes, as it was too expensive to have the superheroes. The mascots will also stroll around the festival. The cost of having the mascots will be reduced further if the costumes are worn by volunteers. It was noted that Milly and Leo the RBC Mascot will also be at the festival. E. Volunteers Diane Samek advised that she is working with ITS on the online registration form. The list of volunteers from last year has been found. An email invitation will be sent out to the past volunteers once the online form is complete. The website and social media will also be used to recruit volunteers. SEAS will be providing 20 adult volunteers. Staff do not have access to the Pan Am Volunteers at this time, but they were confident that they would have enough volunteers. The Council Chamber will be booked for the volunteer orientation. Gowth agreed to provide guidance to the new Volunteer Sub-Committee on the management of the volunteers. Diane Samek will arrange for a letter to be generated to obtain a discount for the vulnerable sector search. The discount can only be obtained once the student/resident has been selected to volunteer at the event. The Committee thought that the discount would make a big difference to some young people who want to volunteer at the festival. F. Corporate Communications Diane Samek provided the following Corporate Communication update: Generate Letter for volunteers to get discount on vulnerable sector search – Diane Samek
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	• Website is up-to-date • Volunteer and sponsorship pages will be updated once the volunteer form is complete and more sponsors are known • Posters will be distributed more widely once sponsorship info is finalized • Staff will look into having the event information distributed to the Milliken Area through a postal walk • Staff were requested to provide Councillor Kanapathi with 250 event posters to circulate at a barbeque in the Milliken area • The Clerk was requested to send out an outlook meeting request with the press conference information • RBC will look into having a VP speak at the media conference • Kethika and Yvonne will look into have some of the mascots present at the press conference	Look into having promotional materials distributed through a postal walk in the Milliken area – Diane Samek Provide Councillor Kanapathi with 250 event posters to distribute at an event – Diane Samek Send out meeting request with Press Conference information – Laura Gold Look into having a VP from RBC attend the Press conference – Anthony Pirrotta Look into having mascots attend the Press Conference – Kethika Logan and Yvonne Lord Buckley
4. Next Meeting Date	The next meeting of the RBC Markham-Milliken Children's Festival Committee will be held on Wednesday, July 29, 2015 at 5:30 pm. Other future meeting dates included August 12, 2015 and August 17, 2015 if required.	
5. Adjournment	The RBC Markham-Milliken Children Festival adjourned at 6:29 p.m.	

