



RBC MARKHAM-MILLIKEN CHILDREN'S FESTIVAL COMMITTEE

July 29, 2015

Ontario Room

5:30 PM

Committee Members: Councillor Logan Kanapathi, Chair, Councillor Alan Ho Sylvia Marcos, RBC, Anthony Pirrotta, RBC, Peter Deboran, and Kethika Logan Staff Resources: Trinela Cane, Commissioner of Corporate Services, Yvonne Lord Buckley, Event Manager, J Dennis Flaherty, Director of Corporate Communications & Community Engagement, Louise Boscardin, Corporate Communications & Community Engagement onathan Tate, Business Analyst, Diane Samek, Senior Advisor, Marketing & Communications, Kaushi Rajah, Assistant to Councillor Kanapathi, and Laura Gold, Council/Committee Coordinator Regrets: Christina Kim, Loretta Chan, Nappinder Dogra, Kimberly Cheung, Andy Leung, Gowthaman Rajakumar, Jon Styles, Supervisor of Roads, Steve Matunin, Supervisor of Horticulture, Brianna Gabbard, Recreation, James Bingham, Parks, and, Sscar 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	A correction was made to the price of the Bhangara Performance in the July 15, 2015 minutes. Moved by Peter Deboran Seconded by Kethika Logan That the Minutes from the July 15, 2015 be approved as amended. CARRIED	

3. 2015 RBC Markham-Milliken Children's Festival Committee	A. RBC Anthony Pirrotta provided the following update from RBC: • Currently promoting the festival to its Markham, and Markham Ajax branches • Handing out colourings promoting the festival at branches • Informed RBC staff of volunteer opportunities at the festival • Promoting the festival through RBC's internal staff communication site for the GTA area • Have two walking billboards promoting the new RBC branches in the area distributing scratch and win cards promoting the event B. Staging and Entertainment Kethika Logan presented the following run sheet for the staging and entertainment for the 2015 Children's Festival: <table> <tr> <th>Time</th><th>Stage</th></tr> <tr> <td>11:00 am - 11:15 am</td><td>Classical Indian Dance</td></tr> <tr> <td>11:15 am - 12:15 pm</td><td>Opening ceremonies: Mayor or Deputy Mayor Councillor Logan Kanapathi Photos</td></tr> <tr> <td>12:20 pm – 12:30 pm</td><td>Chinese Classical Dance</td></tr> <tr> <td>12:35 p.m. – 12:55 pm</td><td>Band set up</td></tr> <tr> <td>1:00 p.m. – 1:15 pm</td><td>Live Band TBD</td></tr> <tr> <td>1:35 p.m. – 2:15 p.m.</td><td>Cinderella Singer???</td></tr> <tr> <td>2:20 p.m. – 2:40 p.m.</td><td>Live Band – Rozella</td></tr> <tr> <td>2:45 p.m. – 3:05 p.m.</td><td>Take down band set up (balloon clown in front of stage)</td></tr> </table>	Time	Stage	11:00 am - 11:15 am	Classical Indian Dance	11:15 am - 12:15 pm	Opening ceremonies: Mayor or Deputy Mayor Councillor Logan Kanapathi Photos	12:20 pm – 12:30 pm	Chinese Classical Dance	12:35 p.m. – 12:55 pm	Band set up	1:00 p.m. – 1:15 pm	Live Band TBD	1:35 p.m. – 2:15 p.m.	Cinderella Singer???	2:20 p.m. – 2:40 p.m.	Live Band – Rozella	2:45 p.m. – 3:05 p.m.	Take down band set up (balloon clown in front of stage)
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	\$13,000 – Grant from City <u>\$10,000 – Revenue from Vendors</u> \$43,000 - Estimated Revenue to Date D. Operations <u>Site Plan</u> Louise Boscardin presented the site plan for the event. <u>Inflatables & Children's Rides</u> Airbounce will set-up early in the morning on the day of the Children's Festival. The swing, train, and inflatables have been positioned to minimize line-ups. Ten volunteers will be required to help the Airbounce crew on the day of the festival. It was suggested that parents be advised as early as possible when their child is not tall enough to go on the ride. The last rider of the day should also be provided with a paper saying "I am the last rider". <u>Fencing</u> Fencing will be required around the gardens and behind the stage. <u>Small Tent by Stage</u> A Committee member asked if a small tent with a mirror could be placed next to the stage for the performers. <u>City & Pan Am Tent</u> A 20 by 20 City tent will be set-up at the festival. City booths will be clustered together in the tent. The City's Wow and Mini Wow Trucks will also be positioned close to the City tent at the event. It was suggested that the trucks have small paper cups for patrons to put water in.	Provide Airbounce with 10 volunteers on the day of the festival – Volunteer Sub-Committee Let parents know as early as possible when a rider is not permitted to ride, and give the last rider of the day a paper saying they are the last rider - Yvonne Look into the possibility of putting a small tent by the stage for the performers - Yvonne Get small paper trucks for patrons to put water in - Yvonne Present torch at opening ceremonies – Kethika, and Yvonne
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	The Pan Am Torch will be set-up in the Pan Am tent. The torch can also be shown during the opening ceremonies. <u>Lost Child</u> The volunteers working at the lost child tent will be trained to handle lost children. The tent should be located close to the York Region Police. It was suggested that staff: (1) ask the Police to bring their decorated police car to the event; (2) coordinate with Police the process for handling lost children. <u>Food Vendors</u> Yvonne reviewed the list of food vendors. Some of the food the vendors will have included: ice cream; coconut water; hot dogs and hamburgers; pizza (TBC); barbeque chicken; juice; and power bars. It was questioned if any of the food vendors would have debit and credit card terminals for patrons to pay with. Yvonne will look into this inquiry. McDonald's is still confirming if it will be able to provide the coffee truck this year, and whether it will provide the volunteer breakfast or lunch (Note: preference is for lunch to be provided). Councillor Kanapathi agreed to follow up with his contact from McDonald's regarding the status of the City's request. It was suggested that Panera be asked if they can donate any food for the volunteers, and that drink boxes be given to the volunteers. The Committee will not need to purchase grey water this year for the food vendors. Instead greese bins have been ordered and the food vendors will bring their own water. This was anticipated to be much more efficient.	Request that the Police bring their decorated car, and coordinate with the Police the process for handling lost children - Yvonne See if any of the vendors have credit/debit card terminals - Yvonne Follow up with McDonald's regarding bringing its coffee truck and providing the volunteer lunch or breakfast (note: preference is for lunch) – Councillor Kanapathi Ask Panera if they can donate food for the volunteers, and consider providing the volunteers with drink boxes - Yvonne Ensure there are signs in the ticket booth area informing customers that they can get cash back - Yvonne
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	<u>Cash Back</u> Customers will be able to get cash back at the ticket booth. There should be signage in the ticket booth area informing customers of this option. <u>For Profit Vendors</u> There are 16 for profit vendors to date. Most of the vendors are learning centres, and sporting academies. No financial services vendors are being accepted. One of the vendors will bring a life size Lego Pachi, and Lego for the children to play with. <u>Children's Activities</u> Brieanna Gabbard is organizing the children's. E. Volunteers Yvonne reported that the volunteer application form has been posted on the City's website. Volunteer opportunities are being advertised on the City's Page in the Markham Economist & Sun. An email blast promoting volunteer opportunities is also being sent out to last year's volunteers. The volunteer cut-off date is August 7, 2015. It is estimated that about 150 volunteers are required. Staff were confident that they will be able to recruit enough volunteers. The Committee can refer any volunteer inquiries to Yvonne There will be approximately 13 adult volunteers that will lead the volunteer captains. The volunteer roles will be presented at the next meeting. There will be a volunteer orientation for both the volunteer leads and for the volunteers in August prior to the event. F. Corporate Communications Dennis Flaherty provided the following Corporate Communication update: • Press conference was held and was very successful – 4 or 5 different media groups were in attendance • Paid advertisement promoting the event was placed in the following locations: Markham Life; Snap; The Thornhill Liberal; The Markham Economist & Sun; The	Send Volunteer inquiries to Yvonne - Committee Present volunteer roles at the next meeting - Yvonne Print a extra couple of thousand of the notice being sent to the residents in the event are – Yvonne Provide Ensure invitations are sent out to dignitaries - Yvonne
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	Voice; and in the Monsoon Journal • Event will be promoted on three mobile signs • Street signs promoting the event will be erected • Banner promoting the event and information about the event has been posted on the City's website • Information about the event is on the City's electronic boards • Promoted on the City's marquees • Being promoted at RBC branches • Mail drop providing notification of the event to local residents is being done for the area surrounding Civic Centre • Notice of the event to be distributed to the Milliken Area by volunteers coordinated by Councillor Kanapathi (Note: staff to print a couple thousand extra notices from the postal drop to be distributed in the Milliken Area) • Shuttle bus confirmed • Looking into whether invitations have been sent out to dignitaries It was advised that the advertising budget is currently over budget. The over run in budget is due to a banner that was purchased to go over Main Street Markham that was not purchased last year due to the construction in the area. Staff are trying to find extra funds to purchase advertising space in Ming Pao, but it is expensive, as the paper has a national distribution, and half a page is needed to make an impact The Committee suggested approaching possible media sponsors.	Approach possible media sponsors – Dennis Flaherty
4. Next Meeting Date	The next meeting of the RBC Markham-Milliken Children's Festival Committee will be held on Wednesday, August 12, 2015 at 5:30 pm. A meeting will also be held on August 19, 2015 if required.	
5. Adjournment	The RBC Markham-Milliken Children Festival adjourned at 7:01 p.m.	