



RBC MARKHAM-MILLIKEN CHILDREN'S FESTIVAL COMMITTEE

March 25, 2015

York Room

6:00 PM

Committee Members: Councillor Logan Kanapathi, Chair, Jeevan Trehan 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: Councillor Alan Ho, Gowthaman Rajakumar, Nappinder Dogra, Kimberly Cheung, Munira Budhdeo, Andy Leung, Kethika Logan, Oscar Tran, Jon Styles, Supervisor of Roads, Steve Matunin, Supervisor of Horticulture, Brieanna Gabbard, Recreation, and James Bingham, Parks

Agenda Item	Discussion	Action Item
1. Call to Order	The RBC Markham-Milliken Children's Festival was called to order without quorum at 6:14 p.m. with Councillor Logan Kanapathi presiding as Chair.	
2. Minutes	The Committee reviewed the minutes from the February 26, 2015 RBC Markham-Milliken Children's Festival Committee meeting. The minutes were not approved, as there was no quorum.	
3. 2015 RBC Markham-Milliken Children's Festival Committee	A. Sub-Committee Structure Yvonne Lord-Buckley presented the critical path for the 2015 Children's Festival. The document broke down the tasks by function. A copy of the critical path was circulated to the Committee. B. Staging and Entertainment <u>Stage</u> Yvonne Lord-Buckley reported that the stage will be the same as last year, but that the canopy	

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	over the stage will be larger. <u>Super Heroes, Princesses and Milly</u> A costume shop will provide super hero and princess costumes for the event at \$95 per costume, and optionally performers at \$35 per hour. An autograph page could be created for the kids to collect signatures from Milly, the princesses, and the superheroes. It was suggested that Milly be given a makeover or a refreshed look and that a contest be held as part of the 2015 Children's Festival event for the new look of the mascot. C. Finance Jonathan Tate requested that the sub-committees submit any quotes received to date to him so that a running total for the 2015 Children's Festival can be created. Quotes from Airbounce and Superior for the children's activities were presented to the Committee. The Committee reviewed the mix of children's activities each supplier was offering. Staff's preference was to have Airbounce provide the mix of children's activities. Both the quotes from Superior and from Airbounce included a larger train and a swing that would replace the paddle boats to accommodate more children. Other quotes received to date were as follows: • wagon and petting zoo • accessible washrooms • tents and tables • Stage and canopy The list of quotes will be sent to the committee to approve by email. D. Sponsorship Staff were in the process of preparing the sponsorship package. There is lots of competition for	Submit quotes received to date to Jonathan – Sub-Committees Circulate quotes to the Committee to approve by email – Laura Gold

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	sponsorship this year with Pan Am Games on this summer. The sponsorship package will include a sponsorship opportunity for each large tent. It was noted that the RBC sponsorship of the Children's Festival expires this year with opportunity for renewal. E. Operations <u>Children's Festival Site Plan</u> The Committee reviewed the draft Markham Civic Centre Site Plan for the event. Staff were looking into having a sky dancer or a arch placed where the wrist bands are being sold, and at the location to find lost children. A sponsor could be found for the sky dancers and/or arch. F. Volunteers Yvonne Lord-Buckley is working on breaking down the volunteer responsibilities so that the City has a better idea of how many volunteers are required for the event. Some glitches in the volunteer database are being resolved. Staff are hoping that the database will be ready to be used for this year's Children's Festival. Volunteers that helped with the Pan Am event have been recruited to help with the Children's Festival. These volunteers may make good team captains. G. Corporate Communications and Advertising The Committee discussed using the following promotional tools to promote the 2015 Children's Festival: • Putting up mobile signs possibly instead of doing a postal drop • Promoting the event at the Global Fest • Sending Milly out to promote the event and handing out colourings at Markham summer camps • Having the Chair interviewed on Rogers Television It was suggested that the press conference be held on July 28, 2015 at 10:00 am. Staff will try to get the local TV and radio station to attend the press conference. Yvonne Lord-Buckley will	Book the press conference and check the Mayor's availability – Yvonne Lord-Buckley

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	check the Mayor's availability on this date.	
4. Next Meeting Date	The next meeting of the RBC Markham-Milliken Children's Festival Committee will be held on Wednesday, April 29, 2015 at 5:30 pm. Items requiring approval will be dealt with at the end of the meeting to ensure the Committee has quorum.	
5. Adjournment	The RBC Markham-Milliken Children Festival adjourned at 7:42 p.m.	