



RBC MARKHAM-MILLIKEN CHILDREN'S FESTIVAL COMMITTEE

February 26, 2015

Council Chamber

7:00 PM

Committee Members: Councillor Logan Kanapathi, Chair, Anthony Pirrotta, Branch Manager, Royal Bank of Canada, Sylvia Marcos, Branch Manager, Royal Bank of Canada, Peter Deboran, Loreta Chan, and Christina Kim Staff Resources: Trinela Cane, Commissioner of Corporate Services, Yvonne Lord Buckley, Event Manager, Fiony Lau, Assistant to Councillor Ho, Jonathan Tate, Business Analyst, and Laura Gold, Council/Committee Coordinator Regrets: Gowthaman Rajakumar, Nappinder Dogra, Kimberly Cheung, , Munira Budhdeo, Andy Leung, Kethika Logan, Oscar Tran, Jeevan Trehan, Jon Styles, Supervisor of Roads, Steve Matunin, Supervisor of Horticulture, Shawn Hermans, Recreation, Dennis Flaherty, Director of Corporate Communications & Community Engagement, 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 7:11 p.m. with Councillor Logan Kanapathi presiding as Chair.	
2. Minutes	The Committee reviewed the minutes from September 24, 2014 meeting. The minutes were not approved, as there was no quorum.	
3. 2015 RBC Markham-Milliken Children's Festival Committee	A. Roles and Responsibilities Committee Members were advised of the importance of attending and coming prepared to meetings. All Committee Members will be assigned to a Sub-Committee. The Sub-Committees	

	include the: Staging & Entertainment Committee, Operations Committee, Volunteer Committee, and a new Sponsorship/Fundraising Committee. Yvonne Lord Buckley will prepare a document outlining the roles and responsibilities of the sub-committees for the Committee. B. Staging and Entertainment C. Finance Jonathan Tate provided the financial report. The 2014 festival had a surplus of \$10,388. The surplus will be used to pay part of the festival deficit from previous years. It was suggested that the 2015 budget for the festival be created based on the 2014 actual expenses. The City still has not received all of the sponsorship funds from the 2014 event. Staff are following up on these outstanding amounts. It was advise anytime the Committee does something new or different there will be a positive or negative financial impact and that these impacts should be considered when making decisions. D. Sponsorship Staff are compiling a list of sponsors from last year. Based on the success of last year's event it should be easier to retain existing sponsors and to attract new sponsors. It was suggested that the Committee look for a wristband sponsor, as this would help reduce the cost of the wristband. E. Operations Yvonne Lord Buckley provided the Operations Report. The following was discussed: <u>Petting Zoo and Wagon Rides</u> A recommendation was made to use the same local vendor for the petting zoo and wagon rides. The cost for both would be \$1,600, which would be a significant savings. The only limitation	Prepare a document outlining the roles and responsibilities of the Sub-Committees for the Committee – Yvonne Lord Buckley Follow up with sponsorship funds that are outstanding – Trinela Cane, Dennis Flaherty, Councillor Kanapathi Add a wristband sponsor – Yvonne Lord Buckley /Dennis Flaherty
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	would be that the local vendor does not have exotic animals. <u>ATM Machine & Pay Area</u> Anthony Pirrotta will look into whether RBC can provide an ATM machine for the 2015 festival site. Based on feedback from last year's event, the pay area will be decentralized. <u>Inflatables</u> Yvonne Lord Buckley obtained three quotes for the inflatables. The quotes ranged from \$8K - \$12K. <u>Food Trucks</u> It was suggested that the Committee could charge more for the food trucks, as they take up more space than a food booth. <u>Wrist Bands</u> The Committee discussed the cost of the wrist bands and the \$2 discount that was provided when patrons submitted the colouring promoting the event. Many families handed in the colouring and received the discount. It was an effective way to promote the event and to provide families with an opportunity to get discounted all day fun passes. Anthony Pirrotta will also inquire if RBC will be providing a coupon towards the pass this year. <u>Tents</u> A quote of \$8K was obtained for three large tents. <u>Washrooms with Change tables</u> Three large portable family washrooms with change tables have been put on hold. The cost is \$135 per washroom. The total number of regular portable toilets may be able to be reduced with the addition of these washrooms. The contract for providing the portable toilets will include once scheduled cleaning on the day of the event. The Committee provided staff with the direction to reserve the washrooms. It was questioned if there could be a washroom just for the volunteers to use. It was also	See if RBC can provide an ATM – Anthony Pirrotta See if RBC will be providing a coupon towards the pass this year – Anthony Pirrotta Reserve large portable washrooms – Yvonne Lord Buckley
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	recommended that the washroom traffic could be better managed at this year's festival. <u>Media</u> A Committee Member suggested asking Rogers Cable to cover the event. Dennis Flaherty would have a contact from Rogers Cable and could be asked to look into this opportunity. <u>Festival Logistics</u> Yvonne will create a visual diagram of the festival for the Committee to view. It was suggested that there be maps of the festival posted in key locations of festival for patrons to view. <u>Parking</u> It was suggested that more direction be provided with respect to the parking on the day of the event. <u>Summary of Feedback from Last Year's Festival</u> It was requested that a summary of feedback from the previous festival be circulated to the Committee. Members who were not at the meeting to review the planning and undertaking of the 2014 event can still provide their feedback. F. Volunteers The Committee did a great job in managing the volunteers at last year's festival. The volunteer orientation was very well received. It was suggested that the Committee may want to consider using the organization Seize to provide some of the volunteers for the 2015 festival. Volunteers will be able to sign up online through the same database used last year. Some improvements have been made to the database since last year. G. Corporate Communications and Advertising The communications lead for the Children's Festival is still to be determined. The same website as last year will be used with updated information. The sponsorship package and vendor package will be updated and circulated to the Committee.	Ask Dennis if he can look into having Rogers Cable attend the event – Yvonne Lord Buckley Prepare map of proposed festival logistics – Yvonne Lord Buckley Provide Committee with a summary of the feedback from last year's event – Trinela Cane Start updating sponsorship and vendor packages – Yvonne Lord Buckley
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	The Committee provided the following suggestions regarding the advertising and promotions: • Provide RBC with the flyers promoting the event earlier than last year • Increase the social media promoting the event • Increase the promotion of the event to families in the Milliken area by posting mobile signs in the area and mentioning it in the local Councillor's newsletter • Increase the media coverage at the press conference launching the event • Promote the event to the local places of worship It was noted that there are plans to bring the event back to the Milliken area when the new park with a permanent stage is complete.	
4. Next Meeting Date	The next meeting of the RBC Markham-Milliken Children's Festival Committee will be held on Wednesday, March 25, 2015. The Committee Coordinator will survey the Committee regarding whether the preference is to hold the meeting at 5:30 p.m. or at 7:00 p.m.	Survey Committee regarding the meeting time – Laura Gold
5. Adjournment	The RBC Markham-Milliken Children Festival adjourned at 8:40 p.m.	