



# **RBC MARKHAM-MILLIKEN CHILDREN'S FESTIVAL COMMITTEE**

**September 24, 2014**

**Council Chamber**

**5:30 PM**

**Committee Members:** Councillor Logan Kanapathi, Chair, Jeevan Trehan, and Susanna Lee

**Staff Resources:** Trinela Cane, Commissioner of Corporate Services, Dennis Flaherty, Director of Corporate Communications & Community Engagement, Yvonne Lord Buckley, Corporate Communications & Community Engagement, Andrea Tang, Manager of Financial Planning, Kaushi Rajah, Assistant to Councillor Kanapathi, and Laura Gold, Council/Committee Coordinator

**Regrets:** Andrea Conlon, Event Manager, Anthony Pirrotta, Branch Manager, Royal Bank of Canada, Isabelle Wong, Branch Manager, Royal Bank of Canada, Gowthaman Rajakumar, Nappinder Dogra, Kimberly Cheung, Peter Deboran, Munira Budhdeo, Andy Leung, Kethika Logan, Oscar Tran, Hera Wan, Jon Styles, Supervisor of Roads, Angela Vink, Manager of Portal & Communication Services, Steve Matunin, Supervisor of Horticulture, Shawn Hermans, Recreation, Jonathan Tate, Business Analyst, and James Bingham, Parks

| Agenda Item      | Discussion                                                                                                                                                                                                                                                                                                                                                                                                                            | Action Item |
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| 1. Call to Order | <p>The RBC Markham-Milliken Children's Festival was called to quorum without quorum at 5:45 p.m. with Councillor Logan Kanapathi presiding as Chair.</p> <p>The Chair thanked the Committee, Trinela Cane, Dennis Flaherty, Andrea Conlon, Yvonne Lord Buckley, Angela Vink, Louise Boscardin, Olivia Bella, Shawn Hermans, Operations Staff, Cash Management and the volunteers for their hard work and commitment to the event.</p> |             |
| 2. Minutes       | The Committee reviewed the minutes. The minutes were not approved, as there was no quorum.                                                                                                                                                                                                                                                                                                                                            |             |

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| <p><b>3. Review of Planning and Undertaking of Event</b></p> | <p><b>a. Event Attendance</b></p> <p>It was estimated that 18,000 to 20,000 people attended the event. There was a total of 2500 play all day passes sold.</p> <p><b>b. Entertainment</b></p> <p>The Committee was very satisfied with the selection of entertainment for the event. The combination of stage acts and busker performers worked well. The Masters of Ceremonies did a great job.</p> <p>A suggestion was provided to change the direction of the stage next year so that it faces the inflatables. This would help manage the lines by providing entertainment to festival attendees while they wait in line. The Committee liked the suggestion and will look into it for next year.</p> <p>There was also a suggestion to incorporate a children's talent show into the event.</p> <p><b>c. Operations</b></p> <p>The use of the three large tents for the children's activities and having Operations Staff assist with the set-up and takedown worked very well. It made the set-up and takedown more manageable and less volunteer intensive. The set-up was completed by 6:00 p.m. and the takedown was completed by 8:00 p.m., which meant the volunteers did not have to work late.</p> <p>The Operations Sub-Committee and Corporate Communications event staff were recognized for a great job in managing the set up logistics and operation of the event. The activities were spread out effectively to minimize crowding and to maximize space.</p> <p><b>d. Volunteers</b></p> <p>The volunteers were very dedicated. The number of volunteers (260 to 270) assisting with the event seemed to work well. The volunteer orientation was very well done.</p> | <p>Look into changing the direction of the stage for next Year - Operations Sub-Committee/Andrea Conlon</p> <p>Implement suggestions regarding volunteers –</p> |
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|  | <p>The following suggestions were made for next year with respect to the volunteers: (1) there should be more volunteer captains; (2) the volunteer teams should be colour coded so that volunteers can easily find their captains; (3) volunteers should have more time to get acquainted with their team captains, possibly by having the volunteers come at 8:30 a.m. on the day of the event to give them more time to get to know their team captains.</p> <p>Gowthaman and Andy were recognized for their effective management of the volunteers.</p> <p><b>e. Finance</b></p> <p>Andrea Tang reported that the event generated \$67K in revenue and had a preliminary surplus of \$14K. The accumulated deficit of \$37K for the event has been reduced to \$23K.</p> <p>It was suggested that the Committee investigate the possibility of having a bank machine at the event or more locations where festival patrons can get cash back, as many patrons came to the festival without cash. This year, cash management resolved the issue by setting up a station where patrons could get cash back.</p> <p>A recommendation was made to centralize the ticket booths, as some of the booths were busier than others. The centralized ticket booths should be located close to the ATM machine and stage.</p> <p><b>f. Sponsorship</b></p> <p>More funds were raised through sponsorship than last year. Staff attributed the increase in sponsorship to targeting sponsors rather than just sending out a large number of sponsorship packages. The Committee thanked staff for their success in bringing in sponsorship for the event. Sponsors of the event were very satisfied with the outcome of the event, which may make it easier to attract sponsors next year.</p> <p>It was agreed that a Fundraising Sub-Committee should be formed next year to assist staff in their fundraising efforts. The Sub-Committee could assist with pursuing smaller sponsorship opportunities.</p> | <p>Volunteer Sub-Committee and Yvonne Lord Buckley</p> <p>Look into having a bank machine or more cash back stations at the event – Andrea Conlon/RBC</p> <p>Centralize ticket booth location – Operation Sub-Committee</p> <p>Form a Fundraising Sub-Committee – Committee</p> <p>Look into having a</p> |
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|  | <p>A suggestion was made to create a new sponsorship opportunity, a children's educational/entertainment tent. The Sub-Committee could work at obtaining sponsorship for the tent. Sponsors could be charged \$500 to promote their service in the tent. The Committee liked the idea of having the tent.</p> <p><b>g. RBC</b></p> <p>RBC did an excellent job in its community activation of the event. RBC was thanked for its efforts and commitment to the event.</p> <p><b>d. Sub-Committee Membership and Structure</b></p> <p>The Sub-Committee membership and structure needs to be reviewed for next year to ensure work it is being equally distributed and to ensure a succession plan is in place. Committee Members are needed to join the Volunteer and Operations Sub-committee.</p> <p><b>e. Vendors</b></p> <p>Staff will take over the contract negotiations and management of all vendors and suppliers, as they need to work with the City's Legal Office to ensure the contracts and vendor practices meet the City's requirements. Feedback from vendors has been very positive.</p> <p><b>f. Parking</b></p> <p>It was noted that volunteers are needed to man the barricades in the parking lot. The By-law Officers should be asked to train the volunteers to ensure the safety of the volunteers assigned to the task. Clear instructions should also be provided with respect to where invited guests should park.</p> <p><b>g. Rides &amp; Inflatables</b></p> <p>There was a discussion on what the cut-off time for the rides should be. Some of the families attending the festival became upset when the line got cut off, as they had been waiting for over an hour to go on the ride. Consequently, the paddle boats were run passed 6:00 p.m.</p> <p>To resolve the issue the Committee may consider having two of some of the more popular activities and eliminating some of the less popular activities. The inflatables could be better</p> | <p>children's entertainment/ educational tent – Andrea Conlon</p> <p>Review Sub-Committee Structure and Membership – Committee</p> <p>Look into having By-Laws train volunteers on how to man the parking barricades safely – Andrea Conlon</p> <p>Have a line cut off strategy – Operations Sub - Committee</p> <p>Look at ways to control lines – Operations Sub-Committee</p> |
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|                                           | <p>controlled by having height restrictions rather than age restrictions. The contract with the vendor should also be changed to provide more of a buffer time with respect to the takedown of the inflatables.</p> <p><b>h. Missing Children</b></p> <p>A strategy is needed for the handling of missing children, as there were five children who lost their parents at the festival. All of the children were successfully found, but a strategy is needed to improve the handling of these situations. There should be a central location where parents can go if they lose their child and the police should be instructed to come to the parents.</p> <p><b>i. Washrooms</b></p> <p>The Committee will need to revisit its washroom strategy for next year. A washroom with a change table is required for parents to change their child, as there were a large number of parents with small children at the event who wanted a private location to change their child. A larger portable accessible washroom could be used or a tent could be set up for parents to change their children and for mothers to breastfeed their babies.</p> <p><b>j. Price of Wristbands</b></p> <p>Some families thought the wristbands were too expensive. A Member suggested having an early bird special for the wristbands to entice families to come earlier when it is not so busy and to provide a less expensive option to families.</p> <p><b>k. Day of Festival</b></p> <p>The Committee agreed that having the festival in August worked well. Next year's event will be the weekend after the ParaPan Am Games. Now that the event is being held in August, the Committee could consider extending the event time until 7:00 p.m.</p> | <p>Implement a missing child strategy – Operations Sub-Committee</p> <p>Implement a washroom strategy for changing diapers and breastfeeding – Operations Sub-Committee</p> <p>Look at having a early bird special to encourage people to come earlier and to make the event more economical for families – Operations Sub-Committee</p> |
| <p><b>4. Recommendations for 2015</b></p> | <p>A summary of the recommendations for the 2015 election included:</p> <ul style="list-style-type: none"> <li>• Redistribute roles and responsibilities amongst Committee Members;</li> <li>• Look into changing the direction of the stage;</li> <li>• Establish a Fundraising Sub-Committee;</li> <li>• Consider adding a educational/entertainment tent;</li> <li>• Have more team captains;</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                          |

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|                       | <ul style="list-style-type: none"> <li>• Colour code volunteer teams;</li> <li>• Have teams meet at 8:30 am on the day of the event to get acquainted with their team captain;</li> <li>• Look into having a bank machine at the event or more cash back stations;</li> <li>• Consider centralizing the ticket booth stations;</li> <li>• Look into having By-Laws train the volunteers on how to safely man the parking barricades and provide instruction on where VIP guest should park;</li> <li>• Develop a washroom strategy for parents wanting to change their child and for mothers who want to breastfeed their child;</li> <li>• Develop a strategy for controlling the lines;</li> <li>• Check on washroom stations and hand washing stations on the day of the event;</li> <li>• Develop strategy for cutting the line off at the end of the day for the inflatables and rides;</li> <li>• Change contract to provide more flexibility with respect to the takedown of the inflatables;</li> <li>• Continue to set up inflatable the morning of the event to mitigate the risk of them getting wet the night before;</li> <li>• Staff will take over the negotiations with vendors and suppliers and the negotiation of the contracts;</li> <li>• Increase volunteer stations;</li> <li>• Develop a lost child strategy;</li> <li>• Look into having an early bird special for the wrist bands to encourage patrons to come earlier.</li> </ul> <p>The Committee thanked Councillor Logan Kanapathi, Chair of the RBC Markham-Milliken Children's Festival Committee for his hard work and commitment to the event.</p> |  |
| <b>5. Adjournment</b> | The RBC Markham-Milliken Children Festival adjourned at 6:54 p.m.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |