



RBC MARKHAM-MILLIKEN CHILDREN'S FESTIVAL COMMITTEE

June 16, 2014

Canada Room

5:30 P.M.

Committee Members: Councillor Logan Kanapathi, Chair, Anthony Pirrotta, Branch Manager, RBC Royal Bank, Munira Budhdeo Kimberly Cheung, Peter Deboran, Susanna Lee, Andy Leung, Kethika Logan, Gowthaman Rajakumar, Oscar Tran, Jeevan Trehan Staff Resources: Trinela Cane, Commissioner of Corporate Services, Dennis Flaherty, Director of Corporate Communications & Community Engagement, Andrea Conlon, Event Manager, Yvonne Lord Buckley, Corporate Communications & Community Engagement, Jon Styles, Supervisor of Roads, Angela Vink, Manager of Portal & Communication Services, and Laura Gold, Council/Committee Coordinator Regrets: Shawn Hermans Corporate Communications & Community Relations, Kaushi Rajah, Assistant to Councillor Kanapathi, Steve Matunin, Supervisor of Horticulture, Hera Wan, and Isabelle Wong, Branch Manager, Royal Bank

Item	Discussion	Action
1. Call to Order	The RBC Markham-Milliken Children's Festival Committee convened at 5:35 p.m. with Councillor Logan Kanapathi presiding in the Chair.	
2. Approval of the Minutes	Moved by Kimberly Cheung Seconded by Jeevan Trehan That the Minutes from the May 22, 2014 RBC Markham-Milliken Children's Festival Committee be approved. CARRIED	
3. 2014 Milliken Mills Children's Festival	A. Staging & Entertainment Susanna Lee provided the Staging & Entertainment Report. A slight amendment was made to the entertainment schedule. The Chinese dancers were replaced with the Toronto City of Ballet. The change to the schedule had no impact on the entertainment budget, which was approved at the last meeting.	

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	Munira Budhdeo will provide Andrea Conlon with the revised entertainment schedule. Andrea Conlon will work with the Entertainment & Staging Sub-Committee to develop a contract for the performers and volunteer performers. The contract for the paid performers will be to stipulate that they will not get paid unless they perform and the contract for the volunteer performers will be to ensure that they show up.	Provide Andrea Conlon with the revised entertainment schedule – Munira Budhdeo Work on contracts for performers – Andrea Conlon						
	B. Finance & Sponsorship Jonathan Tate circulated the 2014 financial forecast for the RBC Markham-Milliken Children's Festival Committee. The financial forecast for the entertainment was corrected from \$5,095, to \$2,225, based on the entertainment schedule and cost approved at the last meeting. <u>Wrist Bands/Fun Passes</u> There was a discussion on whether a discount should be provided to families who purchase fun passes for three or four children. The Committee decided against this, as it would be difficult to control. It was also questioned if RBC would be providing coupons at local branches for \$2 or \$3, which can be used towards the fun passes. Anthony Pirrotta will inquire whether RBC will be providing the coupons this year. It was noted that a McDonald's coupon for free fries will be provided with the fun passes. McDonald's will also provide the volunteer breakfast and it will bring its coffee truck if it is available. <u>Review/Approval of Quotes for Children's Activities</u> Andy Leung circulated the following quotes for a mix of children's activities and inflatables: <table border="1"> <tr> <td></td><td>Sub Total</td><td>Total</td></tr> <tr> <td>Airbounce Quote 1 – with inflatables</td><td>\$8,407.08</td><td>\$9,500.00</td></tr> </table>		Sub Total	Total	Airbounce Quote 1 – with inflatables	\$8,407.08	\$9,500.00	See if RBC will provide coupons – Anthony Pirrotta
	Sub Total	Total						
Airbounce Quote 1 – with inflatables	\$8,407.08	\$9,500.00						

Item	Discussion				Action
	Airbounce Quote 2 – without inflatables	\$4,100.00		\$4,633.00	Meet to review quotes – Dennis Flaherty, Trinela Cane, and Andy Leung
	Superior Event Group Inc. Quote 1 – with inflatables	\$8,854.25		\$10,005.30	
	Superior Event Group Inc. Quote 2 – without inflatables	\$7,706.50		\$8,708.35	
	A meeting will be held with Trinela Cane, Dennis Flaherty and Andy Leung sometime this week to review the quotes in more detail and to look at what activities can continue in the rain. Trinela Cane will also review the quotes with City’s insurance adjuster to ensure that all safety requirements are being met.				Review quotes with insurance adjuster – Trinela Cane
	The Operations Sub-Committee thought that Airbounce was offering the greatest value for the amount quoted.				
	<u>RBC Activation Zone</u> A 20 foot by 40 foot area will be required for the RBC Activation Zone. Anthony Pirrotta was requested to find out the type of children’s activity RBC will have in its zone to ensure there is no duplication in activities.				Confirm RBC activities – Anthony Pirrotta
	<u>Other Activities</u> The City’s Recreation Department will provide table tennis and Party Puck, a paid vendor will bring old fashion hockey tables.				
	<u>Sponsorship</u> Councillor Kanapathi and Staff have started to approach potential sponsors. Some of the sponsors				

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	being approached included: TACC; Longos; Dairy Queen; and Crystal Fountain. Miller has confirmed it will provide the transportation, as a service-in-kind. Other sponsors are still to be confirmed.	
	C. Operations Andrea Conlon will work with the Operations Staff to organize the street signs, which will be put up in key locations around Markham to promote the event. The exact number of signs was not known at this time. Andrea Conlon will work with Jon Styles from Roads, Operations to ensure that the road closure and signage are ready to execute on the day of the event.	Work with operations to organize signs for event – Andrea Conlon and Andrea Conlon and Jon Styles
	D. Volunteers <u>Volunteer Website/Registration</u> Angela Vink reported that the Children's Festival website is active and that people can now register to volunteer at the event. Andy Leung will send an email to past volunteers advising them of the date change and that they can now register to volunteer at this year's festival on Markham's website. The database the City will use to recruit the volunteers is a central database that is being used to recruit volunteers for all City events, including the PanAm event being held this July. Volunteers that register to volunteer for the PanAm event being held in July will also have the opportunity to volunteer at the Children's Festival. It was anticipated that some of the PanAm volunteers may also be interested in volunteering at the Children's Festival. It was estimated that about 150 volunteers were required for this year's Children's Festival. This number will need to be confirmed once all of the activities at the festival are confirmed.	Send email to past volunteers advising them of the date change and of volunteer opportunities – Andy Leung

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	<u>Waiver and Police Check</u> All volunteers under the age of 16 will be required to have their parent sign a waiver permitting them to volunteer at the event and all volunteers will be required to do a police check at their own expense. There was brief discussion regarding the cost of doing a police check and whether there was a possibility to have the cost subsidized for volunteers under the age of 16. Staff advised that the City could not afford to pay for the police check for volunteers under the age of 16 and noted that the police check is valid for one year and can be used for other volunteer placements within this time. The Committee could also consider using SEAS, an organization that provides volunteers. All volunteers provided through this organization would have already had a police check done. The organization is being used to provide the volunteers for the Canada Day event. Trinela will provide the Volunteer Sub-Committee with more information on the organization. <u>Volunteer Orientation</u> Andy Leung requested that the Theatre be booked for the volunteer orientation. Andrea Conlon agreed to book the Theatre once she is provided with the date of the volunteer orientation session.	Provide the Volunteer Sub-Committee with more information on the organization that provides volunteers – Trinela Cane Book theatre for volunteer orientation once the date is confirmed – Andrea Conlon/Andy Leung
	E. Corporate Communications/ Advertising <u>T-Shirts for the Committee</u> The Committee approved a bright green golf shirt for Committee Members to wear on the day of the event. Committee Members were requested to send their t-shirt size to the Clerk. Andrea Conlon was requested to find out how much it will cost to put the Committee Members names on the t-shirts. <u>Advertisement in Snap Magazine</u> Corporate Communications will put a half page ad promoting the Children's Festival in Snap Magazine. Angela Vink also advised that a call to action will be placed on the City Page for volunteers	Email t-shirt size to Clerk – Committee Members See how much it costs to add the names of the Committee Members to the t-shirts – Andrea Conlon Angela Vink

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	<u>Press Conference</u> The Committee agreed to hold the press conference on Tuesday, August 12, 2014 at around 10:00 or 10:30 a.m. The objective of the press conference will be to promote the event and to create awareness of the new date of the festival. It was recommended that there be a performance at the press conference. Anthony Pirrotta will see if the RBC mascot is available to attend the press conference. <u>Budget for Advertising</u> The budget for advertising for the 2014 Children's Festival is \$3,960. Some of these funds will be used to: (1) create a large banner to promote the event with the event sponsors' logos on it; and (2) to advertise the event in cultural newspapers and on the local radio station.	See if RBC Mascot can attend press conference – Anthony Pirrotta
	F. Website Angela Vink reported that the vendor and volunteer application forms are now available online. A banner will be placed on the website encouraging volunteer to sign-up. Revisions to the entertainment schedule should be emailed to Angela so that the website can be updated accordingly. Residents who go to the old website will be re-directed to the new website.	Email Angela revisions to the entertainment schedule – Munira Budhdeo
4. New Business	A. Volunteer Business Cards The volunteer business cards have been created for Andy, Gawthaman and Kimberly. Other Committee Members who require a volunteer business card should forward their full name, email address and telephone number (optional) to the Clerk.	
5. Next Meeting Date	The next meeting of the RBC Markham-Milliken Children's Festival will be held on Thursday, July 3, 2014 at 5:30 p.m. in the Canada Room.	
6. Adjournment	The RBC Markham-Milliken Children's Festival Committee adjourned at 6:59 p.m.	