



RBC MARKHAM-MILLIKEN CHILDREN'S FESTIVAL COMMITTEE

July 3, 2014

Canada Room

5:30 PM

Committee Members: Councillor Logan Kanapathi, Chair; Anthony Pirrotta, Branch Manager, Royal Bank of Canada; Kimberly Cheung, Peter Deboran, Susanna Lee, Andy Leung, Gowthaman Rajakumar, Nappinder Dogra, Hera Wan, Isabelle Wong, Branch Manager, Royal Bank of Canada, Munira Budhdeo, 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, Shawn Hermans, Recreation, Kaushi Rajah, Assistant to Councillor Kanapathi, Jonathan Tate, Business Analyst, James Bingham, Parks and Kiran Saini, Legislative Coordinator Regrets: Kethika Logan, Oscar Tran, Jeevan Trehan, Jon Styles, Supervisor of Roads, Angela Vink, Manager of Portal & Communication Services, Steve Matunin, Supervisor of Horticulture
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Item	Discussion	Action
1. Call to Order	The RBC Markham-Milliken Children's Festival Committee convened at 5:37 PM. with Councillor Logan Kanapathi presiding in the Chair.	
2. Approval of the Minutes	Moved by Susanna Lee Seconded by Andy Leung That the Minutes from the June 16, 2014 RBC Markham-Milliken Children's Festival Committee be approved as distributed.	Carried
3. Royal Bank of Canada (RBC) Update	Anthony Pirrotta reported that the Regional Vice President of RBC, Anthony Lam, would be in attendance at the August 12, 2014 press conference, which will be held in the Great Hall of the Civic Centre at 10 a.m.	

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	Anthony Pirrotta indicated RBC will be providing their volunteers with t-shirts for the Festival. The activity zone that is sponsored by RBC will have a variety of events for the children, including basketball, bean bag toss and mini golf. It was noted that the area for the activity zone will be 20 by 40. There was some discussion surrounding the number of children that are able to participate at any given event in the activity zone, and Anthony Pirrotta reported that he would verify the capacity and report back to the Committee at a later date.	Anthony Pirrotta to confirm the capacity of the activity zone.
4. Staging & Entertainment	Nappinder Dogra indicated that there were no updates on this matter.	
5. Finance	Jonathan Tate reported that the budget for the 2014 Festival is currently showing a surplus. However, these figures are based on estimates and as sponsorships are generated, the budget will be adjusted accordingly. <u>Review/Approval of Quotes for Children's Activities</u> <i>Airbounce</i> Andy Leung reported that he obtained a quote from Airbounce for \$10,333.85 (including HST) for 21 various activities. He noted that Airbounce would provide 4 items for free with this package. There was discussion surrounding the number of activities that would be feasible in rainy weather conditions. Andy Leung provided the Committee with pictures of each activity and it was noted that only 7 activities would work in during possible rainy weather. It was confirmed that access to a water tap will be readily available for activities that require water. There was discussion surrounding the role of a volunteer for each activity and it was noted that for insurance purposes volunteers should not be responsible for the take down or the set up of each activity. Andy Leung advised that Airbounce indicated they would send 6 certified installers for this purpose.	Andy Leung to verify the number of activities Airbounce will permit to operate in case of rain and in conjunction with Airbounce, to develop a "Plan B" i.e., an alternative activity mix that does not include inflatables susceptible to rain cancellation, assuming there is sufficient advance notice of bad weather.

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	<i>Lionel's Pony Rides</i> Andrea Conlon indicated that she contacted Lionel's for a quote regarding horse and buggy rides for the Festival. The cost is \$600 for the first 2 hours and \$75 for each additional hour. The Committee agreed that this activity should be held for 5 hours during the peak time frame from 12-5 p.m. There was discussion surrounding whether signage should be made indicating the horse and buggy rides would take place during this time frame only. The Committee agreed that this activity should be included in the wristband price and no additional fare would be charged for it. <i>Petting Zoo</i> Andy Leung indicated that the petting zoo would like to have their deposit in order to secure their booking for the Festival.	Andy Leung to verify with Airbounce that the City's volunteers are not responsible for take down and set up of each activity. Andy also to confirm role to be played by Airbounce staff during event Andrea Conlon to contact Lionel's for a quote for 5 hours from 12-5 p.m. Andy Leung to provide Andrea Conlon with the petting zoo payment information for the deposit.
6. Sponsorship	Dennis Flaherty reported that he and Andy Taylor, Chief Administrative Officer, would be meeting with PowerStream on July 4, 2014 to discuss potential sponsorship. There was discussion regarding whether small businesses would be interested in making a \$500	

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	donation with the incentive of business branding in the activity zone. Andrea Conlon reported that McDonalds would be providing free coffee during the Festival and will be bringing a truck for this purpose. McDonalds will be providing breakfast to all the volunteers and Ronald McDonald will be in attendance from approximately 2 p.m. onwards to mingle with Festival attendees. Andrea Conlon stated that McDonalds may be giving out free fries coupons as they have done so in the past and she will confirm this and report back to the Committee. Andrea Conlon indicated that KX96 radio station has been promoting the Festival on their website and will consider promoting the Festival on the radio as well. Markham Public Library will have a booth set up and Markham Fire and Emergency Services will have a truck with educational items on fire prevention. There was discussion surrounding the sponsorship package and if a one-page letter could be produced to send out to potential sponsors. Dennis Flaherty indicated that he would work on a letter and distribute it to Committee members.	Andrea Conlon to confirm that McDonalds will provide coupons for fries. Dennis Flaherty to provide the Committee with a one-page sponsorship request.
7. Operations	There was no update on this matter.	
8. Volunteers	<u>Volunteer Website/Registration</u> The new online software has been a help in the recruitment of volunteers. It was noted that there are currently 67 volunteers signed up. The Committee agreed that 150 volunteers are required for the Festival. Trinela Cane reported that she was in contact with Support Enhance Access Service (SEAS) and would follow up with them in regards to volunteers. <u>Waiver and Police Check</u> There was considerable discussion surrounding the police checks that are required of all volunteers.	Trinela Cane to follow up with SEAS regarding volunteers.

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	It was noted that this is a standard procedure required by the City of Markham for anyone working with children and it was implemented by the Citizens Committee. <u>Volunteer Orientation</u> Yvonne Lord Buckley indicated that volunteer orientation and training will take place in the Markham Theatre on August 19, 2014 from 6-9 p.m.	
9. Corporate Communications/Advertising	Dennis Flaherty reported that this year the Festival was being advertised more than previous years. The Festival has been advertised on the City website for the past 6 weeks and in local newspapers for the past 6-8 weeks. The Committee explored the option of advertising during summer camps. The Committee discussed the logistics of a Canada Post postal walk and if the budget would allow for one. It was noted that the last postal walk that was around the Civic Centre area cost approximately \$2000. Jonathan Tate indicated that similar to last year, the Committee is forecasting spending approximately \$9000 on advertising.	Dennis to provide 50 posters (8 1/2 X 11) to RBC for use in their bank branches.
10. Website	Dennis Flaherty reported that ample advertising has been made on the City site due to the date change to August 23, 2014.	
11. Next Meeting Date	The next meeting of the RBC Markham-Milliken Children's Festival will be held on Thursday, July 17, 2014 at 5:30 p.m. in the Canada Room.	
12. Adjournment	Moved by Susanna Lee Seconded by Gowthaman Rajakumar That the RBC Markham-Milliken Children's Festival Committee adjourn at 6:51 p.m.	Carried