



RBC MARKHAM-MILLIKEN CHILDREN'S FESTIVAL COMMITTEE

July 29, 2014

Council Chamber

5:30 PM

Committee Members: Councillor Logan Kanapathi, Chair, Isabelle Wong, Branch Manager, Royal Bank of Canada, Munira Budhdeo, Kimberly Cheung, Peter Deboran, Andy Leung, Kethika Logan, Gowthaman Rajakumar, Jeevan Trehan, and Hera Wan Staff Resources: Andrea Conlon, Event Manager, Louise Boscardin, Student, Yvonne Lord Buckley, Corporate Communications & Community Engagement, Trinela Cane, Commissioner of Corporate Services, Kaushi Rajah, Assistant to Councillor Kanapathi, Jonathan Tate, Business Analyst, Angela Vink, Manager of Portal & Communication Services, Steve Matunin, Supervisor of Horticulture and Laura Gold, Council/Committee Coordinator Regrets: Anthony Pirrotta, Branch Manager, Royal Bank of Canada, Nappinder Dogra, Susanna Lee, Oscar Tran, James Bingham, Shawn Hermans, Recreation Parks, Dennis Flaherty, Director of Corporate Communications & Community Engagement, and Jon Styles, Supervisor of Roads
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Item	Discussion	Action
1. Call to Order	The RBC Markham-Milliken Children's Festival Committee convened at 5:34 PM. with Councillor Logan Kanapathi presiding as Chair.	
2. Approval of the Minutes	The July 17, 2014 Minutes was amended to reflect that Munira Budhdeo and Louise Boscardin were in attendance at the meeting. Moved by Jeevan Trehan Seconded by Munira Budhdeo That the Minutes from the July 17, 2014 RBC Markham-Milliken Children's Festival Committee be adopted as amended. CARRIED	

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3. Royal Bank of Canada (RBC) Update	Isabella Wong reported that RBC will be bringing its own volunteers to the Children's Festival and that it has enough promotional materials. The event is currently being promoted at local branches.	
4. Update from Event Lead	<u>Road Closure</u> The request to close Town Centre Boulevard and portion of Cox Blvd. Has been submitted. <u>Signage</u> The 36 signs to be placed in key locations around the City to promote the festival will be updated from last year with the new date. The sign for the shuttle bus sponsor can be reused, as the sponsor is the same. The temporary signage is being replaced. <u>Supplies</u> The supplies being stored at the Rouge River Community Centre will be sorted at City Centre in Committee Room 4 on August 21, 2014. Any additional supply requirements will be known at this time.	
5. Colouring Contest	Andrea Conlon provided an overview of a suggestion from Shawn Herman to hold a colouring contest. A printout of Milly could be uploaded onto the website for children to colour with the event information on it. Children aged 2-12 who bring their coloured picture to the ticket booth will receive a \$2 discount off their wrist band. The artwork could be displayed on some type of a structure at the event. Andrea Conlon will ask Perry if he has a structure that can be used to display the artwork. Angela Vink will update the website and other promotional materials to include the colouring contest. Moved by Peter Deboran Seconded Kimberly Cheung That the Committee approve the addition of a colouring contest to the 2014 RBC Markham-Milliken	See if Perry has a structure that can be used to display the artwork – Andrea Conlon Add the colouring contest to the promotional material – Angela Vink

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	Children's Festival; and, That a \$2 discount be provided off the play all day pass be to any child who displays their colouring to the clerk selling the passes. CARRIED	
Staging and Entertainment	The Entertainment Sub-Committee agreed to hire a children's entertainer for a nominal fee of \$200. The fee is for the whole day and is being offered at this price due to the entertainer having sponsors that subsidize the price. Some of the activities the entertainer will offer include: karaoke for children; a hula hoop contests; an interactive stage performance that includes a dance contest; and other children's activities. Andrea Conlon will circulate the entertainer's website to the Committee. It was suggested that the entertainer be placed on Town Centre Boulevard on the site plan. Moved by Munira Budhdeo Seconded Kimberly Cheung That the interactive children's entertainer be hired for a nominal fee of \$200 to provide a stage performance and children's activities. CARRIED	Circulate entertainer's website to the Committee - Andrea Conlon Place entertainer on Town Centre Boulevard on the Site Plan – Operations Sub-Committee
5. Finance	Jonathan Tate provided an update on the 2014 Children's Festival Budget. An update on the event sponsorship was requested. <u>Sponsorship</u> Andrea Conlon provided the following update on the event sponsorship: • Markham District Energy - \$3.5K (1/2 of community park sponsor) • Powerstream – \$2K (street sponsor and a friends of the family sponsor)	

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	• Kylemore Developments - \$2.5K (volunteer sponsor) • Flato Developments ○ Community Park - \$3500 ○ Street Sponsor - \$1000 ○ Friend of the Family - \$500 • Joe Boxer - \$500 (friends of the family sponsor) • TACC (TBD) • Del Ridge Homes (TBD) It was noted that all sponsorship will need to be confirmed by the end of the week to be included on the event banner. Kaushi Rajah will follow up with the potential sponsors. <u>Sponsorship-in-kind</u> Trinela Cane reported that Whittemore Farm was approached to see if it would be interested in having a booth free of charge at the event. It was unable to have a booth at the festival, but offered to provide free produce that could be sold or given away at the festival at a volunteer run booth. The proceeds from the sale of the produce could go towards the festival. Trinela Cane was requested to look into the possibility of getting City of Markham bags for festival patrons to put their produce in. A Member suggested giving some of the fruit to the volunteers as a healthy snack. The Committee thought that having a Whittemore Farm booth would add diversity to the types of food available at the festival and it complements Markham's sustainability efforts. Moved by Kim Cheung Seconded by Hera Wan That the Committee approve having a Whittemore Farm booth at the 2014 RBC Markham-Milliken	Follow up with potential sponsors – Kaushi Rajah Find out if City of Markham bags could be obtained to put the produce in – Trinela Cane

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	Children's Festival. <u>Airbounce Contract/Invoice</u> There was a discussion on the Airbounce contract/invoice. Andy Leung reported that the cut-off for cancelling the inflatables and receiving 50% of the cost of the inflatables back is Friday, August 22, 2014 at 2:00 p.m. The location the inflatable are coming from has no reflection on the cut-off date and time. Staff requested that the contract be revised to say 6 operators rather than 3 operators. Andy Leung will ask Airbounce if they can make this change. The Committee discussed whether the delivery of the inflatables on the Saturday morning leaves enough time for them to be set-up and operational by 10:00 a.m. A Member suggested that the contract be updated to state that the inflatables must be set-up by 9:00 a.m. rather than 9:30 a.m. to allow for more of a buffer period. Another Member questioned if there was a penalty if the inflatables were not set-up by the time stipulated in the contract. Feedback on this inquiry will be able to be provided once the City's Legal Department reviews the contract. It was reported that the inflatables will need to be shutdown if it rains and that the train, twister and mini put can remain operational. The inflatables may operate if it is a very light rain at the discretion of the operator and the City. Moved by Kimberly Cheung Seconded by Hera Wan That the quote from Airbounce for \$9,145 for inflatables and other children's activities be approved.	Ask if contract can be updated to state that there will be six operators on site – Andy Leung Find out if there is a penalty if the inflatables are not set up in time – Andrea Conlon

Item	Discussion	Action
	CARRIED	
6. Operations	<u>Site Map</u> The Committee viewed the site map and discussed whether the large tents should be attached in a U shape or if they should be in an L or Z shape separated or partially separated. To have the tents separate would increase the cost, as more cement barrels would be required. The Committee preferred to have them separated or partially separated to reduce crowding and to ensure there was not a big empty space. Moved by Kimberly Cheung Seconded by Jeevan Treehan That the Z and L formation of the large tents be approved in principle; and, That staff investigate how much it will cost to have the large tents in these formations. CARRIED Other changes to the site plan included: • Moving the sand activation zone • Moving the horse and carriage • Fixing the spacing of the RBC activation zone to 20 by 40 feet • Moving the streets • Locating City of Markham booths together • Placing the wow truck and the fire truck by daycare and Waste and Water by the Unionville entrance. <u>Tables and Chairs</u> The Operations Sub-Committee will need to provide the exact number of table and chairs required	Investigate cost of having large tent in a z or L formation – Andrea Conlon Confirm number of tables and chairs needed for children's activities – Operations Sub-Committee

Item	Discussion for the children's activities.	Action
7. Volunteers	<u>Volunteers</u> The Volunteer Sub-Committee suggested that 210 volunteers are needed for the event. The Sub-Committee will meet with staff to review the number of volunteers. There was a discussion on the length and frequency of the volunteer breaks, as staff questioned why in the past some volunteer positions were provided with so many breaks. A Member advised that frequent breaks are required for some volunteer positions, as the volunteers are working outside with lots of children. It was suggested that the Volunteer Sub-Committee look at the Seas model for the scheduling of volunteer shifts. It was noted that volunteers would be needed to stay with the police, as they would be required to clear the road blockage for emergency vehicles if there was an emergency. Emma Girard is in the process of following up with Beyond Digital Imaging with respect to the volunteer t-shirts.	Meet with staff to review volunteer requirements - Staff & Volunteer Sub-Committee Look at Seas Model for scheduling volunteers – Volunteer Sub-Committee Assign volunteers to stand with police – Volunteer Sub-Committee
8. Corporate Communications/Advertising	Angela Vink provided the Corporate Communications & Advertising update. It was advised that the Children's Festival will be advertised as follows: • Weekly on the City page; • In Markham Review; • On the radio (investigating possibility); • Through a mobile application; • An email will be sent to the parents of all children registered in a City camp; • On the City's electronic boards (will use ticker tape so it runs consistently); • Through social media;	Investigate possibility of doing robo call to

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	- On 36 large signs to be placed in key locations around the City; - Through a media advisory; - Through a public notice; - Through a press conference; - Robo calls to Milliken residents (Angela Vink to investigate this possibility). Staff will update applicable promotional materials and the website to include the colouring contest. The overall advertising and promotion budget for the event is \$9K. Staff was requested to use special wording to promote the event, as the event was rained out for two years in a row. Angela Vink will look into this request. Residents can use Google Translate to translate the Children's Festival Information on the website. The press conference will encourage the diverse media to cover the festival in their own languages. It was confirmed that Anthony Lam, Regional Vice-President, RBC will be speaking at the press conference and that Unity will be performing at the press conference. A photographer has been booked to take pictures at the press conference. The Committee was encouraged to share the Children's Festival information through social media.	promote the event to Milliken residents – Angela Vink Update promotional material to include colouring contest – Angela Vink Use special wording to promote event – Angela Vink Share event info through social media – All Committee Members
9. Website	Angela Vink advised that the website is currently up-to-date.	
10. Next Meeting Date	The next meeting of the RBC Markham-Milliken Children's Festival will be held on Tuesday, August 12, 2014 at 11:00 a.m. or immediately following the press conference in the York Room.	
12. Adjournment	The RBC Markham-Milliken Children's Festival Committee adjourned at 7:25 p.m.	