



RBC MARKHAM-MILLIKEN CHILDREN'S FESTIVAL COMMITTEE

May 22, 2014

Ontario Room

5:30 P.M.

Committee Members: Councillor Logan Kanapathi, Kimberly Cheung, Peter Deboran, Susanna Lee, Andy Leung, Kethika Logan, Gowthaman Rajakumar, Oscar Tran, Jeevan Trehan and Hera Wan and, and Isabelle Wong, Branch Manager, Royal Bank

Staff Resources: Trinela Cane, Commissioner of Corporate Services, Dennis Flaherty, Director of Corporate Communications & Community Engagement, Andrea Conlon, Event Manager, Shawn Hermans Corporate Communications & Community Relations, Kaushi Rajah, Assistant to Councillor Kanapathi, Yvonne Lord Buckley, Corporate Communications & Community Engagement, Angela Vink, Manager of Portal & Communication Services, and Laura Gold, Council/Committee Coordinator

Regrets: Anthony Pirrotta, Branch Manager, RBC Royal Bank, Munira Budhdeo, Jon Styles, Supervisor of Roads, and Steve Matunin, Supervisor of Horticulture

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. Board/Committee Orientation and Introductions	The Committee Clerk briefly reviewed the roles and responsibilities of the committee members and the role the Chair. The new members were provided with an orientation package to review at home.	
3. Approval of the Minutes	Moved by Kimberly Cheung Seconded by Oscar Tran That the Minutes from the May 1, 2014 RBC Markham-Milliken Children's Festival Committee be approved. CARRIED	
4. 2014 Milliken Mills Children's Festival	A. Staging & Entertainment Susanna Lee provided the Staging & Entertainment Report. A copy of the proposed 2014	

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	entertainment schedule was circulated to the Committee. The entertainment included: dancers; singers; a juggler; a magician; a clown; and an opening ceremony. The total cost of the entertainment was \$2,225. The Committee discussed having a cover for the stage. Staff are in the process of investigating having a tent with sides to cover the stage. The sides will help keep the stage dry if it is raining and will only be used if required. It was suggested that tents be used for change rooms for the performers. Andrea Conlon will investigate whether logistically there is enough space to have change room tents for the performers and whether the tents can be provided free of charge and will report back at the next meeting. It was questioned how many volunteers will be needed for the staging and entertainment. The Sub-Committee did not know how many volunteers will be required for the staging and entertainment at this time. It will look into this inquiry and report back to the Committee. Moved by Kimberly Cheung Seconded by Oscar Tran That the 2014 Entertainment Schedule be approved. CARRIED Moved by Andy Leung Seconded by Kimberly Cheung That the quote from Network Productions for the stage and AV for \$3,500 be approved. CARRIED	Report back on stage cover at next meeting – Andrea Conlon Report back on having change rooms for the performers – Andrea Conlon Report back on how many volunteers will be needed for the staging and entertainment – Sub-Committee
	B. Finance & Sponsorship Jonathan Tate provided the Finance Report. The Committee reviewed the 2014 budget for the RBC	

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	Markham-Milliken Children's Festival. The budget was displayed on the overhead projector. All expense estimates should be provided to Jonathan Tate so that he can update the budget accordingly. There was a discussion on managing the Children's Festival deficit by managing expenses and increasing revenue. The Committee discussed the following methods of increasing the Festival's revenue: • Having more vendors; • Having less volunteers, as it will reduce the cost of items associated with having volunteers (e.g. volunteer food); • Having a greater mix of rides that include rides that can continue to be used in the rain; • Creating new opportunities for sponsorship, by having more \$500 dollar sponsorship categories and less large sponsorship categories, with the goal of raising more sponsorship funds in total. The Committee set a deadline of June 30, 2014 for obtaining sponsorship. Dennis Flaherty will email the 2014 sponsorship package to the Committee. Only RBC will be offered sponsorship exclusivity, but smaller sponsors with similar business types will be located in different areas of the Festival. All sponsorship leads should be referred to Dennis Flaherty. <u>Approval of Quotes</u> The Committee reviewed the quotes for services required for the festival. The cost and benefits of having the larger tents at the festival were discussed. A handout with quotes for the larger tents was provided to the Committee. The lowest quote for a 20X60 tent was from Tents and Events for \$1,435.00 per tent. Each tent will hold 18, eight foot tables. The quote includes the set-up and take-down of the tent and the water barrels to secure the tent. Some smaller tents would still be required. The benefits of having the larger tents included: reducing the impact of bad weather; reducing the	Email sponsorship package to Committee – Dennis Flaherty Refer sponsorship leads to Dennis Flaherty – All Committee Members

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	number of volunteers required; reducing the cost of the volunteer food; reducing the amount of manpower required to set-up the tents; and reducing the chance of losing revenue due to bad weather. A Member suggested that the crowd will need to be managed if the children's activities are located in a large tent. Staff advised that crowding will be considered when designed the site plan for the activities located in the tent. Having the activities located in the larger tent will be similar to having the activities inside. Moved by Jeevan Trehan Seconded by Oscar Tran That the Committee approve the rental of (2) to (3), 20 X 60 tents for the 2014 RBC Markham-Milliken Children's Festival from Tents and Events at a cost of \$1,435 per tent. CARRIED Moved by Gowthaman Rajakumar Seconded by Andy Leung That the following quotes be approved: <table border="1" data-bbox="1112 659 1372 1604"> <tr> <td>Fast Fence</td><td>Crowd Control Barricades</td><td>\$784.00</td></tr> <tr> <td>Super Save</td><td>Toilets and Sinks</td><td>\$2,960.85</td></tr> <tr> <td>Sea Water Supply</td><td>Water Gallons and Hoses</td><td>\$1,200.00</td></tr> <tr> <td>Rental Store</td><td>Unit 5K (3)</td><td>\$205.80</td></tr> <tr> <td>Main Event</td><td>Petting Zoo</td><td>\$2,125.00</td></tr> <tr> <td>Mini Circuit</td><td>Mini Circuit</td><td>\$620.00</td></tr> <tr> <td>GFL</td><td>Garbage</td><td>\$800.00</td></tr> </table>	Fast Fence	Crowd Control Barricades	\$784.00	Super Save	Toilets and Sinks	\$2,960.85	Sea Water Supply	Water Gallons and Hoses	\$1,200.00	Rental Store	Unit 5K (3)	\$205.80	Main Event	Petting Zoo	\$2,125.00	Mini Circuit	Mini Circuit	\$620.00	GFL	Garbage	\$800.00	
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	C. Operations Andy Leung provided the Operations Report. <u>Children's Activities</u> A quote for the inflatables and other children's activities will be obtained and brought forward to the next meeting. Staff emphasized the importance of having a mix of children's activities included in the quote. Some of the activities should be rain friendly to reduce the risk of bad weather and to protect the opportunity to raise revenue from the wrist bands. The mix of activities can still include some inflatables, but the number of inflatable should be limited, as they cannot be used in the rain or for two hours after it rains. The public may also have a negative perception of inflatables due to a recent incident involving an inflatable blowing away. The Operation Sub-Committee will investigate having a mix of children's activities, which will include activities that can continue in the rain. <u>Wrist Bands</u> The Committee discussed the possibility of having two wrist bands, one for \$5 and one for \$10. The wrist band for \$5 dollars would only cover certain activities and the wrist band for \$10 would cover all activities. A Member suggested that this may encourage members to spend less than in previous years, which may risk raising less revenue. Charging \$10 for the wrist band was believed to be a reasonable price when comparing the cost of other children's activities in the City and based on feedback from festival patrons last year. There was a discussion on charging for some of the activities that have traditionally been provided for free (e.g. face painting). The Committee thought that some activities should be free to draw the crowd in.	Bring quote for children's activities to next meeting – Operations Sub-Committee Look at having a mix of activities, which includes activities that can continue in the rain – Operations Sub-Committee

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	<u>Vendor Application</u> The Committee reviewed the draft 2014 vendor application form. It was agreed that the form would be updated to reflect that vendors bring their own tents, tables and chairs or pay a fee to rent these items. The form should include that vendors who rent their tent, tables and chairs are responsible for the set-up and take-down of these items. A fine can be charged if the vendor does not comply. It was recommended that there be a soft and hard deadline for the submission of the vendor application form. The deadline for vendors who need to rent equipment will be mid July and the deadline for vendors who do not need to rent equipment will be closer to the event date provided space is available. Moved by Andy Leung Seconded by Gowthaman Rajakumar That the 2014 RBC Markham-Milliken Children's Festival vendor application form be approved as amended. CARRIED	Update vendor application form to reflect committee suggestions regarding the equipment rental and the submission deadline – Andrea Conlon
	D. Volunteers Angela Vink reported a meeting is being held with ITS next week to determine the system that will be used to accept the volunteer application forms for the event. The system will be up and running soon after.	
	E. Corporate Communications/ Advertising Angela Vink reported the Children's Festival will be advertised on the City's website, on the City page and in various other places. A more comprehensive update will be provided at the next meeting.	
	F. Website Angela Vink provided an update on the website. A banner has been placed on the website promoting the festival and its new date. The banner directs	

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	website visitors to the Children's Festival webpage.	
5. New Business	<u>Volunteer Business Cards</u> Dennis Flaherty reported that RBC has approved the concept of creating a small amount of volunteer business cards in-house for the Children's Festival Committee. The City's Legal Department has indicated that the business card must very clearly state that the committee member is a volunteer. <u>Critical Path</u> Andrea Conlon requested that the Committee review the critical path for the 2014 Children's Festival carefully prior to the next meeting.	Review critical path – All Committee Members
6. Next Meeting Date	The next meeting of the RBC Markham-Milliken Children's Festival will be held on Monday, June 16, 2014 at 5:30 p.m. in a room to be determined.	
7. Adjournment	The RBC Markham-Milliken Children's Festival Committee adjourned at 6:57 p.m.	