



RBC MARKHAM-MILLIKEN CHILDREN'S FESTIVAL COMMITTEE

May 1, 2014

Council Chamber

5:30 P.M.

Committee Members: Kimberly Cheung, Susanna Lee, Andy Leung, Kethika Logan, Gowthaman Rajakumar

and Anthony Pirrotta, Branch Manager, RBC Royal Bank, and Isabelle Wong, Branch Manager, Royal Bank

Staff Resources: Trinela Cane, Commissioner of Corporate Services, Dennis Flaherty, Director of Corporate Communications & Community Engagement, 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, Jon Styles, Supervisor of Roads and Laura Gold, Council/Committee Coordinator

Regrets: Councillor Logan Kanapathi, Munira Budhedo, Andrea Conlon, Event Manager, and Steve Matunin, Supervisor of Horticulture

Agenda Item	Discussion	Action Item
1. Call to Order	The RBC Markham-Milliken Children's Festival Committee convened at 5:46 p.m. with Kethika Logan presiding as Chair. Dennis Flaherty assumed the role of Chair at 5:55 p.m.	
2. Approval of the Minutes	Moved by Andy Leung Seconded by Susanna Lee That the March 27, 2014 RBC Markham-Milliken Children's Festival Committee Minutes be approved as presented.	CARRIED

Agenda Item	Discussion	Action Item
	Review of Action Items: The following updates were provided on the action items from the last meeting: - RBC prefers to hold the Children's Festival and the Bollywood Film Festival on different days to maximize its sponsorship of both events; - Art supplies were missing from last year's supply inventory	
3. 2014 Milliken Mills Children's Festival Committee	A. Staging & Entertainment Kethika Logan presented the Staging & Entertainment Sub-Committee update. The Sub-Committee met and put together a draft entertainment schedule for the Children's Festival. The schedule included: culture performances; an opening ceremony; a comedy juggler; a live band; a magician stage act; break dancers; a clown act on stage; singers and a closing ceremony. A copy of the schedule was circulated to the Committee with the proposed pricing for some of the acts. The Sub-Committee decided to go with one service provider for most of the entertainment. The entertainment will likely be provided by Farco Entertainment, as they have reliably provided entertainment to the City for many years. Most of the culture performances were scheduled earlier in the day to ensure a smooth transition between the remaining performances. The Sub-Committee recommended that a larger stage with a cover be used for this year's Children's Festival. B. Finance Jonathan Tate, the Finance Representative on the Committee introduced himself. There was a discussion on how the 2014 budget for the Children's Festival should be developed. It was decided that the 2014 budget will be developed based on the 2013 budget with some adjustments. Yvonne Lord Buckley reported that the quote from Signature for large tents was high. The high cost was associated with the set-up cost and the water barrow cost. The water barrows are required to hold the tents down on the pavement. The Committee recommended that additional quotes be obtained for the large tents.	Obtain additional quotes for the large tents – Yvonne Lord Buckley

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	It was noted that if the cost of having the large tents is too high the Committee can reconsider using the smaller tents. The larger tents were preferred due to the labour intensity of setting up and taking down the smaller tents and because they provide more protection from the sun and rain. Once adjustments have been made to the 2014 budget, Jonathan will provide a report on the budget pressures.	Provide report on 2014 budget pressures once the budget has been adjusted from last year – Jonathan Tate
	C. Sponsorship Dennis Flaherty presented the draft 2014 sponsorship packages. The Committee agreed to break down some of the larger sponsorship opportunities into smaller sponsorship opportunities. For example there could be 12 sponsorship opportunities for \$500 rather than one sponsorship opportunity for \$3,500. This was being proposed to increase the sponsorship revenue raised for the event. It was noted that the interactive play zone and children's zone are the same zone. Dennis will remove the duplication of these zones from the sponsorship package. Last year's sponsorship was reviewed. The following was reported: (1) Miller provided the shuttle bus as a service in-kind; (2) there were four street sponsors; and (3) there was one volunteer sponsor; and (3) there was no sponsor for the VIP tent. A copy of the revised package will be circulated to the Committee by email.	Remove duplication of children's zones from the sponsorship package – Dennis Flaherty Email copy of revised sponsorship package to the Committee – Dennis Flaherty
	D. Operations Sub-Committee Andy Leung provided the Operations Sub-Committee Report. There was a discussion on the missing art supplies from the Rouge River Community Centre. The missing art supplies will be costly to replace, as a large purchase of art supplies was purchased last year and many of the supplies were left over because it rained at last year's Children's Festival. The supplies are	

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	currently stored in a storage room with camp and program supplies. There was a discussion on how the supplies could be kept more secure in the future. Shawn Herman suggested that a cage could be installed, noting the Recreation Department does not have a budget for this undertaking at this time. The vendor application was reviewed by legal services, and streamlined. The Sub-Committee is projecting there will be 20 vendors. This year vendors will be encouraged to bring their own table and chairs to reduce the labour intensity of the event to avoid having them mixed with the City's supply of tables and chairs. The pricing of the vendors will remain consistent with the Canada Day event. The Operations Sub-Committee was requested to meet prior to the next meeting to review its budget items and to conduct a cost benefit analysis on the following budget item for the Children's Festival: • Renting the large tents versus using the smaller tents; • Renting all the tables and chairs versus using a combination of City equipment and rental equipment. It will then provide revisions from the 2013 budget to Jonathan Tate. The anticipated operational expenses can then be reviewed at the next meeting. Yvonne Lord Buckley will obtain quotes on renting all the tables and Chairs.	Provide budget information to Jonathan Tate – Operations Sub-Committee Obtain quotes on renting the tables and Chairs – Yvonne Lord Buckley
	E. Volunteers Andy Leung and Gowthaman Rowthaman provided the Volunteer Sub-Committee Report. The number of volunteers for the 2014 Children's Festival will depend on the number of inflatables being used and on whether the small tents are used.	

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	The Sub-committee will buy supplies oversees for the Children's Festival to save money. The cost of the supplies should be tallied so that a placeholder can be placed in the budget. The Chair and Trinela Cane have been delegated authority to sign off on invoices. Original receipts are required to get reimbursed for any purchases made for the Children's Festival. There was a discussion on creating a small number of business cards for Committee Members to use as part of their outreach to vendors, potential sponsors and entertainers. RBC will need to approve both the concept of business cards and the design of the business card. The card would need to clearly identify that the Committee Members are volunteers and would include contact information for the volunteer, as well as City of Markham contact information. The business cards would be produced internally at minimal cost. Moved by Andy Leung Seconded by Kim Cheung That a small number of volunteer business cards for the Markham-Milliken Children's Festival Committee be approved in principle, on the condition that RBC approves the concept.	Obtain RBCs approval to have business card for the Committee Members – Dennis Flaherty
	F. Corporate Communications/Advertising Yvonne Lord Buckley reported that Corporate Communications will be getting a summer student to assist with the event. The student will start May 5, 2014.	
	G. Website Angela Vink provided an update on the website. She is currently looking into using new volunteer software that was created for the Pan Am Games for the Children's Festival. The software will be tested next week to see if it is a good fit for the event. When making this decision, consideration will be given to whether the software is appropriate to use for the recruitment of young volunteers. Otherwise, the database from last year will be used for the volunteer recruitment.	View website prior to it

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	The website will be ready to be launched before June 2014. Andy Leung and Kimberley Cheung will need to review the website prior to it being launched.	being launched – Andy Leung and Kimberley Cheung
4. New Business	<u>Board/Committee Vacancies</u> Laura Gold reported that the vacancies on the RBC Markham-Milliken Children's Festival were advertised and that interviews are scheduled to be held on May 15, 2014. <u>Bollywood Film Festival</u> Dennis Flaherty reported that the Bollywood Film Festival is being planned on a Sunday evening October 19 at the beginning of Diwali, the Hindi festival of the lights. The event will be held at Markham Theatre so that the event is not dependent on the weather. RBC will have its booth in the theatre lobby. RBC was thanked for its support of both the RBC Markham-Milliken Children's Festival and the Bollywood Film Festival.	
5. Next Meeting Date	The next meeting of the RBC Markham-Milliken Children's Festival will be held on Thursday, May 22, 2014 at 5:30 p.m.	
6. Adjournment	The RBC Markham-Milliken Children's Festival adjourned at 6:47 p.m.	