



RBC MARKHAM-MILLIKEN CHILDREN'S FESTIVAL COMMITTEE

August 27, 2013

Canada Room

5:30 P.M.

Committee Members: Councillor Logan Kanapathi, Munira Budhedo, Kimberly Cheung, Nappinder Dogra, Susanna Lee, Kethika Logan, Gowthaman Rajakumar, Sal Tiano (RBC Representative) and Isabelle Wong (RBC Representative)

Staff Resources: Lindsay Allward, Operations, Trinela Cane, Commissioner of Corporate Services, Tiffany Chan, Summer Student, Andrea Conlon, Event Manager, Yvonne Lord Buckley, Corporate Communications & Community Relations, Kaushi Rajah, Assistant to Councillor Kanapathi, Angela Vink, Manager of Portal & Communication Services, and Laura Gold, Council/Committee Coordinator

Regrets: Dennis Flaherty, Director of Corporate Communications & Community Relations, Shawn Hermans, Community Program Coordinator, Iman Cassim, Vivienne Jiang, Vivian Lam, Andy Leung, Judy Rigby, Senior Manager of Financial Planning & Reporting, Steve Matunin, Supervisor of Horticulture and Jon Styles, Supervisor of Roads

Agenda Item	Discussion	Action Item
<p>1. Call to Order</p>	<p>The RBC Markham-Milliken Children's Festival Committee convened at 5:36 p.m. with Councillor Logan Kanapathi presiding as Chair.</p>	
<p>2. Minutes</p>	<p>A slight change was made to the operations section of the August 13, 2013 RBC Markham-Milliken Children's Festival Committee Minutes.</p> <p>Moved by Nappinder Dogra Seconded by Susanna Lee</p> <p>That the July 16, 30 and August 13, 2013 RBC Markham-Milliken Children's Festival Committee Minutes be approved as amended.</p>	<p>CARRIED</p>

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<p>3. RBC Milliken Mills Children’s Festival</p>	<p>A. Staging and Entertainment</p> <p>The entertainment schedule was circulated and reviewed by the Committee.</p> <p>The Committee agreed to the following changes to the Children’s Festival entertainment schedule :</p> <ul style="list-style-type: none"> • Nriya Mandal will only perform once at 10:00 a.m. to open up an entertainment slot for a singer who will be dressed up like a princess; • The Irish dancers were moved from the 2:30 p.m. time slot to the 4:00 p.m. timeslot; • The singer who will be dress up like a princess was allotted to the 4:00 p.m. timeslot. <p>It was noted that if a performer is sick or does not show up either the next performer will go on or their will be music played for that timeslot.</p> <p>The total cost of the entertainment will be under the budgeted amount of \$4,500.</p> <p>The Committee agreed that the entertainment schedule should be finalized earlier for next year’s event. This could be accomplished by setting clear timelines at the start of event planning next year.</p> <p>The Entertainment & Staging Sub-Committee requested that two volunteers be assigned to help the sub-committee with the coordination of the performers on the day of the event.</p>	<p>Update entertainment schedule as amended – Entertainment Sub-Committee</p> <p>Set entertainment timelines earlier next year - Entertainment Sub-Committee</p> <p>Assign two volunteers to assist with the coordination of the performers – Volunteer Sub-Committee</p>

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	<p>B. Finance</p> <p>Trinela Cane provided the financial report for the 2013 RBC Markham-Milliken Children's Festival. The financial projections for the 2013 event were circulated to the committee. This document was subject to change as more information comes forward. Some of the highlights included the following:</p> <ul style="list-style-type: none"> • Sponsorship - \$13,000 has been raised to date and staff are working towards reaching the target of \$16,500; • Vender Booths - \$9,500 in revenue has been generated through the vendor booths, which exceeds the \$8300 in projected revenue; • Advertising and Promotion - expenditures are higher than the \$3,960 budgeted. <p>The 2013 Children's Festival was in a good overall fiscal position. Some items were coming in over budget and some items were coming in under budget.</p> <p>The Committee reviewed the following quotes for table rentals:</p> <ul style="list-style-type: none"> • Unicorn Toronto Events \$508 – will provide 40, six foot tables; • Niagara Events Central \$468.98– will provide 30, eight foot tables and ten, six foot tables. <p>The Committee agreed that Niagara Events Central should be used for the table rentals as it will cost less and because most vendors prefer to use an eight foot table.</p> <p>Moved by Gowthaman Rajakumar Seconded by Kimberley Cheung</p> <p>That the quote for table rentals from Niagara Events Central for \$468.98 be approved.</p>	<p style="text-align: right;">CARRIED</p>

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	<p>It was noted that two vendors, Yogurty's and Kettle Corn Boss, have withdrawn their vendor applications for the Children's Festival.</p> <p>C. RBC Update</p> <p>Isabelle Wong, RBC Representative reported that RBC has 20 volunteers who have been assigned to work at the RBC tents during the Children's Festival. The RBC volunteer schedule for the Children's Festival has already been created. The first volunteer shift is scheduled for 9:00 a.m.</p> <p>The Children's Festival posters have been posted at all RBC branches in Markham. The frontline RBC employees will be wearing the event t-shirts gearing up to the event. The t-shirts were anticipated to arrive sometime this week.</p> <p>It was confirmed that the RBC mascot Leo the Lion will be at the event.</p> <p>The RBC representatives were requested to provide 20 to 25 RBC lanyards for the Committee to wear on the day of the Children's Festival. A contact sheet containing the cell phone numbers of all committee members will be placed in the lanyard insert so that members can communicate with each other during the festival.</p> <p>D. Sponsorship</p> <p>Trinela Cane reported that Babo Panda will be providing stuffed animal to giveaway at the Children's Festival. Once the number of giveaways is known the method of distribution will need to be determined. Possibly some of the stuffed animals can be given out by the entertainers.</p>	<p>Provide 20 to 25 RBC lanyards for the Committee to wear on the day of the Children's Festival – RBC Representatives</p>

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	<p>E. Operations</p> <p><u>Map for the Event</u> Andrea Conlon reported that minor changes were made to the map for the event and that it was in the process of being finalized for print. It was requested that the map be printed in colour for the volunteer captains.</p> <p><u>Printing for Event</u> The Operations Sub-Committee reported that it is greatly reducing the number of documents it will need to print this year by emailing the orientation materials to the volunteers. Other documents such as the volunteer name tags will still be printed. The labels used for the name tags have been purchased by the Operations Sub-Committee.</p> <p>F. Volunteers</p> <p><u>General Volunteer Information and Volunteer Orientation</u> It was reported that there will be approximately 342 volunteers for this year's event. There are still 80 volunteers who need to confirm that they are still able to volunteer at the event. Some of the volunteers will be floaters who can be assigned to a zone as required.</p> <p>Two volunteer orientation sessions will be held on September 3, 2013. The set-up requirements for the volunteer orientation include five to seven tables and 15 chairs to be set-up in the Great Hall. It was agreed that the volunteers will receive their volunteer t-shirts at the orientation and that they will receive a certificate of appreciation at the end of the festival when they sign out.</p> <p><u>Volunteer Food</u> It was confirmed that the volunteer food vouchers will not be used for this year's Children's Festival due to cautions raised by the Committee at past meetings. To date McDonalds will provide the breakfast; Pizza Pizza has offered to provide pizza slices for one dollar per slice; and the Food Market has agreed to provide Chinese buns. Other options could also be</p>	<p>Print map in colour for the volunteer captains – Andrea Conlon</p> <p>Arrange for five to seven tables and 15 chairs to be set-up in the Great Hall for the orientation sessions – Andrea Conlon</p>

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	<p>considered for the volunteer food.</p> <p>Gowthaman Rajakumar will send an email to the volunteers to see if they have any food allergies/restrictions. This question could be incorporated into the volunteer application form for next year’s event.</p> <p>It was agreed that the volunteer food for both the day of the event and for the evening prior to the event will be sorted out by Staff and the Volunteer Sub-Committee prior to the event.</p> <p><u>Friday Night Prior to the Event Volunteer Assignments</u></p> <p>It was agreed that 40 volunteers will be assigned to assist with the set-up for the Children’s Festival on the Friday night prior to the event.</p> <p><u>Supply Inventory</u></p> <p>It was noted that the volunteers may need more time to sort through the inventory from last year’s Children’s Festival than originally anticipated, as the supplies are not as well organized as hoped. Gowthaman Rajakumar will check the condition/status of the supplies next week. The supplies will be moved into Committee Room 4 on September 5, 2013.</p> <p>The election room will be used after the event to sort the supply inventory.</p> <p><u>Kicking Zone</u></p> <p>Nappinder Dogra reported that a soccer team has volunteered to man the kicking zone at the festival. The soccer team will need to be available to man the zone from 10:00 a.m. to 6:00 p.m.</p> <p>G. Corporate Communications/Advertising</p> <p>The RBC Markham-Milliken Children’s Festival is being promoted in various locations, including: on posters located in key locations on the streets; on event boards; on the City Page; through the press conference; in Markham Life; through Social Media; through a message in</p>	<p>Send email to volunteers asking if they have any food restrictions – Gowthaman Rajakumar</p> <p>Add question to next year’s volunteer application form regarding food restrictions– Andrea Conlon</p> <p>Assign 40 volunteers to the Friday night prior to the event – Volunteer Sub-Committee</p> <p>Arrange for the election room to be used to sort through the event supplies after the event – Andrea Conlon</p>

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	<p>Snap Magazine; through a video uploaded onto YouTube; and at community centres and libraries.</p> <p>It was requested that soft copy of the poster be circulated to the Committee.</p>	<p>Distribute soft version of the poster to the Committee – Andrea Conlon</p>
4. Other Business	No other business was reported.	
5. Next Meeting Date	The next meeting of the RBC Markham-Milliken Children's Festival Committee will be held approximately two weeks after the event on a date to be determined.	
6. Adjournment	The RBC Markham-Milliken Children's Festival adjourned at 6:53 p.m.	