



RBC MARKHAM-MILLIKEN CHILDREN'S FESTIVAL COMMITTEE

June 18, 2013

ONTARIO ROOM

5:30 P.M.

<p>Committee Members: Councillor Logan Kanapathi, Chair, Munira Budhedo, Nappinder Dogra , Susanna Lee, Kethika Logan, Sal Tiano (RBC) and Isabelle Wong (RBC).</p> <p>Staff Resources: Andrea Conlon, Event Manager, Tiffany Chan, Summer Student, Dennis Flaherty, Director of Corporate Communications & Community Relations, Shawn Hermans, Community Program Coordinator, Kaushi Rajah, Assistant to Councillor Kanapathi, Judy Rigby, Senior Manager of Financial Planning & Reporting, Andrea Vink, Manager of Portal and Communication Services and Laura Gold, Council/Committee Coordinator</p> <p>Regrets: Kimberly Cheung Iman Cassim, Vivienne Jiang, Vivian Lam, Andy Leung, Steve Matunin, Supervisor of Horticulture, Gowthaman Rajakumar, Jon Styles, Supervisor of Roads,</p>
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Agenda Item	Discussion	Action Item
<p>1. Call to Order & Introductions</p>	<p>The RBC Markham-Milliken Children's Festival Committee convened at 5:42 p.m. with Councillor Logan Kanapathi presiding as Chair.</p>	
<p>2. Minutes</p>	<p>Moved by Gowthaman Rajakumar Seconded by Nappinder Dogra</p> <p>That the April 24 and May 27, 2013 RBC Markham-Milliken Children's Festival Committee be approved as presented.</p>	<p>CARRIED</p>

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<p>3. RBC Milliken Mills Children's Festival</p>	<p>A. RBC Update</p> <p>Sal Tiano and Isabelle Wong provided the RBC update. Markham Staff will have a meeting with RBC by teleconference on Wednesday, June 19, 2013 to discuss the event details. RBC has signed on as the key sponsor of the Children's Festival for both 2013 and 2014. A more detailed update will be provided at the next meeting once RBC has more information about this year's event.</p> <p>B. Corporate Communications & Advertising</p> <p>Andrea Vink provided an update on the Corporate Communications/Advertising.</p> <p><u>Advertisement of the Event</u></p> <p>The event will be advertised in the following locations: a full page of the fall edition of Markham Life; on posters placed strategically; at Community Centres and Libraries; on Markham's website, on Markham's electronic boards, through Markham's mobile application, through the schools (note: promotional materials circulated through the school cannot include the RBC logo) and at RBC branches. The advertising strategy will be similar to last year.</p> <p>It was recommended that the advertisement of the event start after the Canada Day festivities.</p> <p>There was a discussion on having a coupon for the play all day pass and on where it should be distributed. The amount of discount to be provided by the coupon should minimize the amount of petty cash required by the cashiers. Staff will analyze the optimal discount the coupon should provide and report back at the next meeting.</p> <p>Isabella Wong will inquire about the Children's Festival being advertised on RBC's media boards and on its electronic boards prior to the event.</p>	<p>Analyze the amount of discount to be provided by the coupon – Dennis Flaherty and Judy Rigby</p> <p>Inquire about advertising the event on RBC's</p>

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	<p><u>Website</u> The Children's Festival website is now live. Gowthaman Rajakumar will provide Angela Vink with updates for the website, as some of the information was no longer current.</p> <p>C. Staging and Entertainment</p> <p>It was clarified that it is the responsibility of the Staging & Entertainment Sub-Committee to bring back to the Committee a list of the entertainment being proposed for the Children's Festival. The whole Committee will then approve the final list of entertainment for the event.</p> <p>The 2013 budget for the staging and entertainment is \$4,500. The Sub-Committee will try to obtain voluntary community performances so that the budget can be used for the busker acts.</p> <p>The format the Canada Day Committee uses to track its entertainment was circulated to the Committee. It was recommended that the Sub-Committee use a similar format to track the Children's Festival entertainment.</p> <p>A list of possible performers for the Children's Festival was provided to Nappinder Dogra. Tiffany Chan will ensure that the list includes the performers from the opening of the Cornell Community Centre.</p> <p>Staff reported that all entertainment should be booked by July 31, 2013 so that the promotional materials can be finalized and printed.</p> <p>There was a discussion whether a master of ceremonies was required for the event. This will be looked into by staff.</p> <p>The Sub-Committee Members provided an update on some the entertainment that had already</p>	<p>media and electronic boards – Isabelle Wong</p> <p>Use Canada Day format for keeping track of entertainment – Sub-Committee</p> <p>Ensure that Nappinder has been provided with the list of performers from the Cornell Community Centre opening – Tiffany Chan</p> <p>Look into whether</p>

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	<p>agreed to perform at the event voluntarily or free of charge. It was also noted that Unity had volunteered to perform at the media release free of charge.</p> <p>D. Finance</p> <p>Andrea Conlon reported that based on feedback from the Committee the 2013 food vendor pricing for the Children's Festival will be consistent with the Canada Day food vendor pricing.</p> <p>A full budget for the Children's Festival will be provided at the next meeting.</p> <p>E. Sponsorship</p> <p>Dennis Flaherty spoke about sponsorship opportunities for the 2013 Children's Festival. There will be sponsorship opportunities for both small and large organizations this year. For example a smaller organization may sponsor a street for as little as \$500 and a larger organization may sponsor the community park for as much as \$7,000.</p> <p>It was reported that there will be no stage sponsor this year, as the stage will be located in the courtyard which falls under RBC's sponsorship zone</p> <p>Staff were going to look at organizations corporate sponsorship strategies when determining who to approach for sponsorship of the event. One of the sponsors being approached was Shoppers Drug Mart. The Committee suggested also approaching educational organizations with sponsorship opportunities for this year's Children's Festival.</p> <p>Tiffany Chan reported that the following services-in-kind will be provided at the Children's Festival:</p>	<p>a Master of Ceremonies is needed – Andrea Conlon/ Dennis Flaherty</p> <p>Present the budget for the Children's Festival at next meeting – Judy Rigby</p>

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	<ul style="list-style-type: none"> • Lego Waltz will host a lego zone at the event; • KX96 FM will be at the event; • Party Pucks will provide table hockey at the event; • McDonalds will provide the volunteer breakfast and possibly the volunteer lunch at the event. <p>Staff were also going to see if McDonalds could provide a french fry truck.</p> <p style="text-align: center;">F. Roads & Operations</p> <p><u>Site Plan for Event</u> Andrea Conlon presented the site plan for the event. A copy of the site plan was circulated to the Committee.</p> <p><u>Children's Activities</u> Gowthaman Rajakumar reported that the Operations Sub-Committee has received several quotes for children's activities, which will be presented to the Committee now that the layout for the event is known.</p> <p><u>Portable Toilets</u> Andrea Conlon reported that Super Save will provide all portable toilets and hand washing stations at the event for \$2,610.30. The vendor has been asked provide an accessible portable toilet, but this is still being negotiated.</p> <p><u>Accessibility Zone</u> A recommendation was made to have an accessible zone at the Children's Festival, as the event will be more accessible than in previous years due to most of the event being held on pavement rather than on grass. It was recommended that the Accessibility Coordinator be invited to the next meeting to discuss this opportunity.</p>	<p>See if McDonalds can provide a French fry truck – Tiffany Chan</p> <p>Present quotes for children's activities to the Committee – Gowthaman Rajakumar</p> <p>Invite the Accessibility Coordinator to the next meeting – Laura Gold</p>

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	<p><u>Character Drawings</u> Staff reported that the Varley Art Gallery has been asked if they have any students who would volunteer to draw character drawings of other kids at the Children's Festival. It was suggested that there may be art students from Unionville High School who would also be interested in doing this.</p> <p>G. Volunteers</p> <p>Gowthaman Rajakumar will confirm the number of volunteers required for the 2013 Children's Festival once the activities for the event are confirmed</p>	<p>Confirm number of volunteers once children's activities have been finalized - Gowthaman Rajakumar</p>
<p>4. Next Meeting Date</p>	<p>The next meeting of the RBC Markham-Milliken Children's Festival Committee will be held on Tuesday, July 2, 2013 at 5:30 p.m. in the Canada Room.</p> <p>Meetings will be held bi-weekly from this point forward.</p>	
<p>5. Adjournment</p>	<p>The RBC Milliken Mills Children's Festival adjourned at 7:07 p.m.</p>	