



RBC MARKHAM-MILLIKEN CHILDREN'S FESTIVAL COMMITTEE

July 2, 2013

CANADA ROOM

5:30 P.M.

<p>Committee Members: Councillor Logan Kanapathi, Chair, Munira Budhedo, Nappinder Dogra , Susanna Lee, Vivienne Jiang, Andy Leung, Gowthaman Rajakumar</p> <p>Staff Resources: Andrea Conlon, Event Manager, 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 and Carlie Turpin, Council/Committee Coordinator</p> <p>Regrets: Kimberly Cheung, Iman Cassim, Vivian Lam, Steve Matunin, Supervisor of Horticulture, , 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 5:47 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 June 18, 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. Staging and Entertainment</p> <p>Five confirmed slots have been filled for entertainment. Will report back at the next meeting for the costs involved, 4 of the 5 confirmed performers are no cost. Important to ensure there will be a diverse array of entertainment at the event. Discussion to approach bands for possible entertainment to break up the dancers. There is interest in contacting a singer from the Taste of Asia to see if there is any interest in performing in the event. There is \$4,500 available for the total entertainment budget. A portion of this budget will be dedicated to busker acts, leaving a limited budget for the entertainers. Committee discussed approaching Fargo Entertainment as a possible source for clowns.</p> <p>Markham Idol was held in May and there are a number of singers that could potentially perform. Shawn will provide the contact information for the winners.</p> <p>The entertainment slots are from 12 p.m. to 5 p.m. with fifteen minute breaks between each act. The stage size is smaller than last year's stage; concern dance groups may not fit on the stage. Ideal size for the event stage is 20 feet by 20 feet.</p> <p>One or two volunteers will be required to assist with stage transitions between performers.</p> <p>B. Finance</p> <p>The festival had a \$22,700 deficit from last year. There are 4 main funding sources for this year's event, Council grant, sponsors approximately \$16,500, revenue from vendor booths \$6,000, play all day passes \$10 per pass, total funding is looking at \$56,800. Total expenditures expected to be \$64,400.</p> <p>There is potential for improvement in the budget if additional sponsorship is achieved. If these additional sponsors could be obtained it would assist with the deficit from the</p>	<p>Andrea to provide Munira with Fargo Entertainment's contact info.</p> <p>Dennis to confirm the size of the stage.</p>

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	<p>previous year</p> <p>Confirm the amount available to spend on rides is \$11,500, there is \$4,500 available for entertainment and \$2,500 for activity supplies. The budget for inflatables was \$8,300 last year, need to compare quotes from Superior and Air Bounce to determine which is the better option. The quote for this year is approximately \$1,000 more than the cost for last year's event. Concern that the cost for older children's activities is higher than the value they offer.</p> <p>Staff can make the budget document available to the Committee Members.</p> <p>C. Sponsorship</p> <p>Dennis Flaherty presented the sponsorship package for the event. The community park is available for main sponsorship for two sponsors at \$3500 each or one single sponsor for \$6500. Introducing a volunteer sponsorship program for the t-shirts to provide corporate logos on the t-shirts for \$2,500. This will help cover the expenses for the volunteers. There are 12 zones available for sponsorship available at a rate of \$2,000 per zone. There are two festival shuttle sponsorships available, as well as tent sponsorship. There is a map provided with the package that identifies streets available for sponsorship at \$1,000 each. All of the sponsorship opportunities total \$44,000.</p> <p>Reach out to organizations that are child related as possible sponsors for the festival. One company has reached out to staff that is interested in sponsoring the children's festival. Electronic copies of the document will be provided to committee members to distribute to various companies. Members are asked to discuss the companies they would like to reach out to so that there are not duplications.</p> <p>Concern that one sponsor will not cover the cost of the volunteer expenses. Money for t-shirts has been allocated in the budget which will allow corporate sponsor fees to directly fund the volunteer meal budget.</p>	<p>Shawn will provide contact information for the Recreation Department's suppliers for arts and crafts.</p>

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	<p>Andy discussed approaching Michael's Craft Store for sponsorship or in kind donations for crafts at the festival.</p> <p>RBC is very pleased with the centre stage branding and the sponsorship package.</p> <p>D. Operations</p> <p><u>Children's Activities</u> Gowthaman is in the process of contacting a number of vendors for activities and possible sponsorship. Vendor investigation should be wrapped up by July 15 and they will explore additional vendors the remaining half of the month. Discussion on how many ice cream trucks should be at the festival.</p> <p><u>Accessibility Zone</u> Warren inquired what the zone would entail with respect to designated seating, activities for people with disabilities etc. Advised the festival is the same day as the Accessibility Fair at the Thornhill Community Centre from 10-2. Discussion of promoting accessibility at the festival, with specific zones for children with disabilities. Obtain feedback from Accessibility Advisory Committee for appropriate activities to include in the accessibility zone.</p> <p>E. Volunteers Gowthaman provided an update on the volunteer application status. Once the number of zones is finalized they will determine how many volunteers are required for the festival. Need to determine if the volunteers will be in 4 hours shifts or an all day shift. Typically there have been volunteers assisting on the Friday prior to the festival from 4-8 to assist with set up. On Saturday there are three time slots to volunteer. Potential to shift the</p>	<p>Gowthaman to provide list of vendors to Committee Members.</p>

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	<p>shifts away from this to two shifts. Will discuss this in detail at a further meeting. Currently there are 65 applications received. Need to schedule the volunteer orientation to ensure room availability at the theatre, potential date is September 2. Would need the room from 5-9:30 on the day of orientation. Potential to use the Council Chambers depending on how many volunteers there are.</p> <p>Warren will reach out to his contacts to advise them of the volunteer opportunity.</p> <p>F. Corporate Communications/Advertising A revised copy of the promotional package will be circulated to all members by Dennis.</p> <p>G. Website Dennis advised the website is up and running with the new branding/graphics. There will be special promotional material that will be located in all RBC branches in Markham. Additional advertising will be done on the City's webpage, as well as all branches of social media.</p>	
4. Next Meeting Date	The next meeting of the RBC Markham-Milliken Children's Festival Committee will be held on Tuesday, July 16, 2013 at 5:30 p.m. in the Council Chamber.	
5. Adjournment	The RBC Milliken Mills Children's Festival adjourned at 7:11 p.m.	