



RBC MARKHAM-MILLIKEN CHILDREN'S FESTIVAL COMMITTEE

July 16, 2013

COUNCIL CHAMBER

5:30 P.M.

Committee Members: Councillor Logan Kanapathi, Chair, Kimberly Cheung, Nappinder Dogra , Susanna Lee, Andy Leung and Kethika Logan

Staff Resources: Yvonne Lord Buckley, Corporate Communications & Community Relations, Tiffany Chan, Summer Student, Dennis Flaherty, Director of Corporate Communications & Community Relations, Shawn Hermans, Community Program Coordinator, Kaushi Rajah, Assistant to Councillor Kanapathi, and Laura Gold, Council/Committee Coordinator

Regrets: Munira Budhedo, Iman Cassim, Andrea Conlon, Event Manager, Vivienne Jiang, Vivian Lam, Steve Matunin, Supervisor of Horticulture, Gowthaman Rajakumar, Judy Rigby, Senior Manager of Financial Planning & Reporting and Jon Styles, Supervisor of Roads

Agenda Item	Discussion	Action Item
1. Call to Order & Introductions	The RBC Markham-Milliken Children's Festival Committee convened at 5:38 p.m. with Councillor Logan Kanapathi presiding as Chair.	
2. Minutes	Moved by Nappinder Dogra Seconded by Andy Leung That the July 2, 2013 RBC Markham-Milliken Children's Festival Committee be approved as presented.	CARRIED
3. RBC Milliken Mills Children's Festival	A. Staging and Entertainment There are currently five voluntary performances confirmed for the festival, which include a hip	

Agenda Item	Discussion	Action Item
	<p>hop dance performance; a classical dance performance; a karate demonstration and a breakdance performance. The length of these performances is from 8 to 10 minutes. The Sub-Committee is also investigating the possibility of having an African dance performance at the festival.</p> <p>The Sub-Committees is currently obtaining quotes for the busker acts. The fees quoted to date have been from \$200 to \$500 per hour. A quote is also being obtained from a Street Circus.</p> <p>There was a discussion about asking the winner of the 2013 Mayor's Youth Taskforce Battle of Bands contest to perform at event. It was noted that the performance may be more appropriate for a teen audience. Shawn Hermans will contact Marsha Mariani to explore this opportunity.</p> <p style="text-align: center;">B. Finance</p> <p>Tiffany Chan provided an update on the quotes obtained to date for this year's Children's Festival. The Committee was asked to approve quotes for portable toilets, fencing/barricades and portable water. The quote for waste management was still being negotiated.</p> <p>Moved by Susanna Lee Seconded by Kethika Logan</p> <p>That the following quotes be approved by the RBC Markham-Milliken Children's Festival Committee:</p> <p>Super Save - \$2,870.20 FastFence - \$885.92 Sealy Water Supply - \$1,898.95</p>	<p>Speak to Marsha Mariani about the winner of the Battle of the Bands performing at the Children's Festival – Shawn Hermans</p>
	<p>CARRIED</p>	

Agenda Item	Discussion	Action Item
	<p>C. Sponsorship</p> <p>Dennis Flaherty provided a sponsorship update. The following update was provided:</p> <ul style="list-style-type: none"> • Powerstream has committed to being a family and friend sponsor for \$2,000; • Kumon of Canada has committed to being a street sponsor; • Pan Am is being asked if they can set up their basketball zone at the festival; • A trampoline company is interested in being a family and friend sponsor for a discounted price of \$1,000 plus a donation of a spring free trampoline, which retails for approximately \$1,200 (Action: ask trampoline company to provide a trampoline demonstration at the festival); • Yogurty has committed to being a street sponsor; • RBC will be setting up a mini put zone; • RBC will advertise the event in the two most popular South Asian newspapers in Markham (Action: Councillor Kanapathi to provide Dennis Flaherty with the names of two most popular South Asian Newspapers). <p>A Member noted that the Canada Chinese Media Network has expressed an interest in being a media sponsor for the festival. Dennis Flaherty will investigate this opportunity and report back to the Committee at the next meeting.</p> <p>D. Operations</p> <p>A map of the proposed site plan for the event was reviewed by the Committee. The Operations Sub-Committee proposed that Millennium Park be used for the pre-school activities at the event, as the area for children's activities was currently very crowded. The Committee agreed to use Millennium park on condition that there is a back-up plan in case of poor weather conditions.</p>	<p>Ask if a trampoline demonstration can be done at the festival – Shawn Hermans</p> <p>Provide Dennis Flaherty with the two most popular South Asian Newspapers in Markham – Councillor Kanapathi</p> <p>Investigate potential media sponsor for the event – Dennis Flaherty</p>

Agenda Item	Discussion	Action Item
	<p><u>Mini Golf</u> It was questioned if the vendor of the children's activities should be asked to provide another inflatable slide instead of the mini golf, as RBC is now having a mini golf zone. Dennis Flaherty will discuss this with RBC and report back at the next meeting.</p> <p><u>Picnic Area</u> The Operations Sub-Committee suggested shifting the location of the stage to the left so that people can sit in front of the stage to watch the performances, as in the proposed site plan the stage and picnic area are very far apart. It was agreed that the stage will be shifted to the left and that the picnic tables will be placed in the front of the stage. Some of the for-profit vendor space may also be used for picnic tables. This will depend on the final number of for-profit vendors.</p> <p><u>For-Profit Vendor</u> It was noted that there has been a decrease in the number of for-profit vendors this year. To date there are only three confirmed for-profit vendors.</p> <p><u>Photo Booth</u> There was a discussion regarding having a photo booth as a paid activity at the event. A quote has been obtained for \$2,000 per photo booth. The Committee liked the idea of having the photo booth at the festival, but suggested that other quotes should be obtained prior to making this commitment, as this quote seemed quite high in comparison to what the City has paid for photo booths at other events. The photo booth could be included as a paid activity under the wrist band or it could be a standalone paid activity.</p> <p><u>Daycare Playground</u> Tiffany Chan was requested to ask if the daycare playground and sandbox could be used for the Children's Festival.</p> <p><u>Permissible Inflatables</u> The Committee agreed to use Airbounce as the vendor for the permissible inflatables.</p>	<p>Speak with RBC regarding its position on having another mini golf station – Dennis Flaherty</p> <p>Change location of picnic tables on site plan – Operations Sub-Committee</p> <p>Obtain more quotes for photo booths – Operations Sub-Committee</p> <p>Ask Daycare if playground and sandbox can be used – Tiffany Chan</p>

Agenda Item	Discussion	Action Item
	<p>Moved by Susanna Lee Seconded by Kethika Logan</p> <p>That the quote from Airbounce for \$9721.39 for the inflatables be approved.</p> <p style="text-align: center;">CARRIED</p> <p>E. Volunteers</p> <p>Andy Leung reported that there are 125 volunteers to date. This number was anticipated to increase over the next couple of weeks.</p> <p>Staff suggested that the volunteers be given food vouchers to get their lunch and snack from the food vendors. The food vendors could then be reimbursed. The Committee liked this idea, but did not think that the volunteers should not have to wait in line for their food, as they are only provided with a short lunch break. Staff will investigate this possibility and report back to the Committee at the next meeting.</p> <p>Staff reported that the Flato Markham Theatre is not available for the volunteer training this year, as it will be undergoing renovations. The Volunteer Sub-Committee agreed to use the Council Chamber for the volunteer orientation. Two sessions will be held if the room is not large enough to accommodate all of the volunteers.</p> <p>F. Corporate Communications/Advertising</p> <p>Dennis Flaherty reported that there will be a large advertisement for the festival in the fall issue of Markham Life, which will be delivered to Markham homes the first weekend of August.</p> <p>The press conference for the RBC Markham-Milliken Children’s Festival is scheduled for August 27, 2013.</p>	<p>Report back on providing food vouchers to the volunteers to obtain food from the food vendors – Tiffany Chan</p>

Agenda Item	Discussion	Action Item
	<p>G. Website Dennis Flaherty reported that the website is up and running. The Committee was requested to provide Corporate Communications with the electronic logo of any new sponsors to be uploaded onto the website.</p>	<p>Provide Corporate Communications the electronic logo of any new sponsor – Applicable Committee Members</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 30, 2013 at 5:30 p.m. in the Canada Room.</p>	
<p>5. Adjournment</p>	<p>The RBC Markham-Milliken Children's Festival adjourned at 7:17 p.m.</p>	