



RBC MARKHAM-MILLIKEN CHILDREN'S FESTIVAL COMMITTEE

July 30, 2013

Ontario Room

5:30 P.M.

Committee Members: Chair, Munira Budhedo, Kimberly Cheung, Susanna Lee and Andy Leung

Staff Resources: Yvonne Lord Buckley, Corporate Communications & Community Relations, Trinela Cane, Commissioner of Corporate Services, Tiffany Chan, Summer Student, 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 Laura Gold, Council/Committee Coordinator

Regrets: Councillor Logan Kanapathi, Iman Cassim, Nappinder Dogra , Vivienne Jiang, Vivian Lam, Kethika Logan, Steve Matunin, Supervisor of Horticulture, Gowthaman Rajakumar 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 5:37 p.m. with Dennis Flaherty presiding as Chair without quorum.	
2. Minutes	The approval of the minutes was deferred to the next meeting as there was no quorum. The Minutes were reviewed by the Committee and two minor corrections were suggested.	Correct Minutes – Committee Clerk
3. RBC Milliken Mills Children's Festival	<p>A. Staging and Entertainment</p> <p><u>Entertainment</u></p> <p>Susanna Lee and Munira Budhedo presented the following entertainment quotes received to date:</p>	

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	<p>• Magician - \$350 (Note: Susanna Lee will find out how many hours this quote is for and if this could include a stage performance).</p> <p>• Clowns on stage or roaming (TBD) - \$400 per four hours</p> <p>• Jugglers - \$475 per 2 hours and includes a morning and afternoon performance</p> <p>• Stilt Walkers - \$850 per 6 hours</p> <p>• Mime Artists - \$1,000 per 3 hours</p> <p>• Chinese Dance - \$150</p> <p>• Dance Performances (various) – free</p> <p>The total budget for the entertainment is \$4,500. The total cost of all the quotes received to date is approximately \$3,000. The Sub-Committee will look into adding an additional act as they were still within budget.</p> <p>Staff advised that the entertainment schedule and contracts need to be finalized. The Staging & Entertainment Sub-Committee was requested to provide the draft entertainment schedule to staff and it was suggested that it meet with Andrea Conlon next week to review the entertainment schedule and contracts. The City must review the contracts carefully to protect itself against possible liability.</p> <p>Staff suggested that the Entertainment Sub-Committee contact Farco Entertainment to receive a quote for Do-Do the Clown. This clown was very well received at the Canada Day festivities. The City's list of entertainment contacts can also be used for obtaining other types of entertainment quotes. This list was provided to Nappinder Dogra.</p> <p>There was a discussion regarding whether a balloon artist should be hired for the Children's Festival, as there is already plans to have a balloon zone. The Committee decided it was not necessary to hire a balloon artist, as Andy Leung will be training the volunteers working in the balloon zone to make simple balloon art (e.g. simple balloon animals and hats).</p>	<p>Find out how many hours the magician quote is for and if the quote includes a stage act – Susanna Lee and Munira Budhedo</p> <p>Provide draft entertainment schedule to Andrea Conlon and meet with her to review the entertainment schedule and contracts – Entertainment Sub-Committee</p> <p>Contact Farco to obtain a quote for Do-Do the Clown – Entertainment Sub-Committee</p>

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	<p>Consideration was given to having the Pan Am mascot at the Children's Festival. Dennis Flaherty will first check with RBC to see if they are okay with having another mascot at the event.</p> <p>Trinela Cane will ask Ivy Lee from the Canada Day Committee whether Babo Panda can provide free children giveaways (e.g. yo-yos) at the Children's Festival.</p> <p><u>Staging</u> Perry Chan was in attendance to provide an update on the staging for the Children's Festival. The stage will be 24 feet by 20 feet on risers. There will be speakers on all four corners of the stage so that the sound projects in all directions. Thought was also given to having speakers in remote locations on site. There was some concern that having the speakers in remote locations would be distracting for the vendors although it would be beneficial when making important announcements, such as announcing a lost child.</p> <p>It was confirmed that Perry Chan will play music between entertainment acts and provide the cordless microphones. Dennis Flaherty will provide Perry Chan with a list of all staging requirements for the Children's Festival.</p> <p>The performers should be advised that they are expected to perform rain or shine. A tent will be used to cover the stage if it is raining.</p> <p><u>Vendor Tents</u> Perry Chan will provide the vendor tents. It was anticipated that about 50 tents will be required.</p> <p><u>Generator</u> There was a discussion on what type of generator will be used for the Children's Festival. An inspection that costs \$800 is required if a larger generator is used. Likely a few smaller generators will be used, as this is what was used last year, although the power needs of the</p>	<p>See if RBC is okay with having the Pan Am mascot at the event – Dennis Flaherty</p> <p>Ask Ivy Lee if she can provide free children's giveaways at the event – Trinela Cane</p> <p>Provide Perry Chan with the staging requirements – Dennis Flaherty</p> <p>Advise performers that they are expected to perform rain or shine – Entertainment & Staging Sub-Committee</p>

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	<p>vendors will need to be determined prior to making any decision regarding the type of generator to be used at this year's event.</p> <p>B. Finance</p> <p>Judy Rigby reported that there has been little financial activity with respect to the Children's Festival to date and that the Celebrate Markham Grant for the event has now been received. The Committee anticipated greater financial activity over the next few weeks as contracts for the vendors, entertainers and children's activities are confirmed and as sponsorship money is received.</p> <p>Judy Rigby will look into the signing authority of the Children's Festival account and report back at the next meeting.</p> <p>C. Sponsorship</p> <p>Dennis Flaherty provided a sponsorship update. The following new sponsors were noted:</p> <ul style="list-style-type: none"> • Delridge – Community Park \$3500 • Kylemore - Volunteer Sponsor \$2500 • Power Stream – Friend of the Family \$2000 • Eye Level - Street Sponsor \$1000 • Spring Free Trampoline – Friends of the Family - \$1000 + \$1000 Trampoline donation <p>To date about \$8,000 has been raised through sponsorship. The target amount to be raised from sponsorship for the Children's Festival is \$12,000. It was anticipated that the Committee will meet or exceed its sponsorship target for this year's Children's Festival.</p>	<p>Look into signing authority for the event – Judy Rigby</p>

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	<p>D. Operations</p> <p><u>Airbound Contract</u> Staff will contact Airbound to suggest changes to its proposed contract with the City to provide the inflatables for the Children's Festival, as there is some concern regarding the set-up provisions, as currently under the contract the City is required to set-up the inflatables. The concern is regarding the amount of liability being placed on the City especially since the inflatables will be mainly set-up by volunteers who are not covered under the City's insurance policy.</p> <p><u>Photo Booths</u> Tiffany Chan was able to get two photo booths for \$1,140 with unlimited pictures for six hours for the Children's Festival.</p> <p><u>Vendors</u> A report on the number of vendors will be provided at the next meeting once the deadline passes. Welcome packages will be sent out to the vendors in August. All vendor applications to date have been provided to staff.</p> <p><u>Site Plan/Layout</u> The Committee re-visited the subject of using Millennium Park for the pre-school area at the Children's Festival. Staff advised that the reason the City wanted to hold the event in one location was due to concerns regarding set-up, police presence and the challenges having two locations may create for emergency personal. The Committee agreed to move the pre-school area to the flat area of the grass at Civic Centre where the stage was located last year so that the event could be held in one location.</p> <p><u>Picnic Tables</u></p>	<p>Negotiate the language of the Airbound Contract – Andrea Conlon</p> <p>Move pre-school area to the flat grass area close to highway 7 – Operation Sub-Committee</p>

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	<p>It was noted that if the picnic table are moved to the food court area it would free up space.</p> <p><u>Daycare</u> The daycare did not permit the Committee to use its playground for the Children's Festival.</p> <p>E. Volunteers Andy Leung reported that there are currently 350 volunteers for this year's Children's Festival. The Volunteer Sub-Committee will start assigning volunteers to volunteer assignments. It was anticipated that less volunteers would be required for the Friday night set-up, as Operations staff have been requested to assist with the set-up during the day on Friday. This request was made in order to address some of the concerns regarding set-up from last year (e.g. the volunteers setting up for the event in the dark and having to cross the street to set-up at Millenium Park).</p> <p>Andy Leung will working with Andrea Conlon to book the rooms for the volunteer training session(s).</p> <p>Staff will start work with the volunteer sponsor on the design of the volunteer t-shirt.</p> <p>F. Corporate Communications/Advertising Dennis Flaherty provided the Corporate Communications & Advertising update. The event will be advertised in Snap Magazine, Markham Life, in South Asian newspapers, on electronic boards and through social media in August. The road size posters advertising the event will be larger and more visible this year.</p> <p>G. Website Dennis Flaherty reported that the website is up to date and that new sponsorship information is being uploaded on to the website within 24 hours.</p>	<p>Start assigning volunteer assignments – Volunteer Sub-Committee</p> <p>Work with the volunteer sponsor on the design of the volunteer t-shirt – Dennis Flaherty</p>

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<p>4. Other Business</p>	<p><u>Trampoline</u> Based on feedback from parents it was suggested that raffling off the trampoline at the Children's Festival may not be effective, as parents may not be interested in purchasing raffle tickets as they are already spending money on the play all day passes and on food. It was suggested that the trampoline be raffled off at the United Way Auction instead.</p> <p>Shawn Hermans reported that Springfree Trampoline would be unable to provide a trampoline demonstration at the Children's Festival as the athletes they use for demonstrations will be on vacation on the date of the event. Andrea Conlon suggested asking the group interested in providing a gymnastic demonstration at the event to provide a trampoline demonstration.</p> <p><u>Graffiti Wall</u> Dennis Flaherty will ask Pan Am if they would be interested in organizing a graffiti wall/community mural promoting the Pan Am Games at the Children's Festival</p>	<p>Ask gymnastic group if they can also provide a trampoline demonstration – Andrea Conlon</p> <p>Inquire whether the Pan Am organizer is interested in sponsoring a graffiti wall at the festival promoting the games – Dennis Flaherty</p>
<p>5. Next Meeting Date</p>	<p>The next meeting of the RBC Markham-Milliken Children's Festival Committee will be held on Tuesday, August 13, 2013 at 5:30 p.m. in the Canada Room.</p>	
<p>6. Adjournment</p>	<p>The RBC Markham-Milliken Children's Festival adjourned at 6:58 p.m.</p>	