



RBC MARKHAM-MILLIKEN CHILDREN'S FESTIVAL COMMITTEE

August 13, 2013

Canada Room

5:30 P.M.

Committee Members: Munira Budheto, Kimberly Cheung, Nappinder Dogra, Andy Leung and Isabelle Wong

Staff Resources: Lindsay Allward, Operations, 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, Jon Styles, Supervisor of Roads, Angela Vink, Manager of Portal & Communication Services, and Laura Gold, Council/Committee Coordinator

Regrets: Councillor Logan Kanapathi, Iman Cassim, Vivienne Jiang, Vivian Lam, Susanna Lee, Kethika Logan, Steve Matunin, Supervisor of Horticulture and Gowthaman Rajakumar

Agenda Item	Discussion	Action Item
1. Call to Order	The RBC Markham-Milliken Children's Festival Committee convened at 5:36 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.	
3. RBC Milliken Mills Children's Festival	<p>A. Staging and Entertainment</p> <p><u>Staging</u> Andrea Conlon reported that the stage for the Children's Festival will cost \$3,907 without taxes. This cost is slightly higher than anticipated due to the size of the stage being increased to 20 by 24 foot and because a canopy is now being provided in case it rains.</p> <p><u>Entertainment</u> Nappinder Dogra reported that the Entertainment & Staging Sub-Committee had a list of 18</p>	

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	<p>community groups who were interested in performing at the Children's festival. These performances could be continuous throughout the day.</p> <p>Some cautions were expressed regarding having continuous performances throughout the day, related to: risk of higher staging costs; ensuring that at peak audience times the acts will appeal to children; and maximizing the number of people in the audience, given competing activities.</p> <p>It was noted that the entertainment schedule should be finalized very soon so that some of the key performances can be included in the promotional materials.</p> <p>Nappinder Dogra will meet with staff after the meeting to further discuss the entertainment for the festival.</p> <p>The final entertainment list will be approved by the Committee by email prior to the next meeting.</p> <p>B. Finance</p> <p>Dennis Flaherty reported that slightly less funds have been raised through sponsorship than the projected target of \$16,500 for the Children's Festival.</p> <p>The advertising and promotion cost for the event has been higher than anticipated, as most promotional materials for the event needed to be replaced to reflect the new look of the event. To date \$3960 has been spent on advertising and promotion.</p> <p>It was reported that the vendor booths have brought in \$8300, which is \$1167 over the projected budget.</p> <p>Judy Rigby will soon be able to provide a more comprehensive financial report, as the revenues and expenses associated with the event are becoming better understood.</p>	

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	<p>The Committee will approve the following invoices by email:</p> <ul style="list-style-type: none"> • York Region Police - \$1240.20 • Petting Zoo - \$2050.00 • Photo Booth - \$1139.98 • Mini Circuit - \$620.00 <p>The Committee reviewed quotes from Farco and from Main Event for the busker acts. The busker acts quoted included the following: a strolling clown; a magician; a juggler; a mine; a stilt walker; a silver Elvis and a clown.</p> <p>A quote from GFL for waste removal was reviewed by the Committee. The company charges \$85 per a metric tonne of waste and has a minimum charge of \$800. Last year the minimum fee was paid, but due to the poor weather conditions at last year’s festival there was much less waste than in previous years. There was some concern that there is no information regarding the anticipated weight of the waste at the event, therefore, making it difficult to estimate the cost of the waste removal for the event.</p> <p>The Committee agreed to have from one to three booths for patrons to purchase their play all day passes at the Children’s Festival. The number of booths open at a time will be based on the attendance at previous events at various times of the day. For example there will be three booths open during the rush period, which is from approximately 11:00 a.m. to 1:30 p.m.</p> <p>Judy Rigby was requested to arrange for staff to be available to pick-up overflow cash from the booths where the play all day passes will be purchased. This will be organized by the Cash Management Office as in previous years.</p>	<p>Arrange for quotes to be approved by email – Laura Gold</p> <p>Arrange for staff to be available to pick up overflow cash – Judy Rigby</p>

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	<p>C. Sponsorship</p> <p>Dennis Flaherty reported that staff are addressing the sponsorship shortfall by continuously working on obtaining sponsorship for the event. Staff are still hopeful that the sponsorship target will be met.</p> <p>Trinela Cane reported that she is trying to get a small toy as a giveaway at the Children’s Festival. The Committee was asked to think about how it would want to distribute any giveaways that are obtained. It was noted that the method of distributing the giveaways will depend on how many giveaways there are. For example a lottery may be appropriate if there are only a few giveaways.</p> <p>D. Operations</p> <p><u>Support from Operations</u> Lindsay Allward advised that she will ask if Special Events Staff can assist with set-up for the Children’s Festival on the Friday prior to the event. The Committee expressed its appreciation to the Operations Department for providing assistance with set-up.</p> <p>Operations was requested to provide sandbags to help hold down approximately 49 tents. Lindsay will look into this request and report back to the Committee.</p> <p>Andrea Conlon will send Lindsay Allward an email outlining the assistance/ resources that will be required by the Operations Department for the event.</p> <p>It was reported that the volunteers could handle most of the clean-up on the Saturday night after the Children’s Festival.</p>	<p>Think about how any giveaways should be distributed – All Committee Members</p> <p>See if sandbags can be provided– Lindsay Allward</p> <p>Send email to Lindsay Allward outlining the assistance/resources that will be required by the Operations Staff for the event – Andrea Conlon</p>

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	<p><u>Road Barriers</u> John Styles reported that the road barriers will be dropped off at Civic Centre the day prior to the event.</p> <p><u>Vendors</u> Andy Leung reported that the Operations Sub-Committee will start mailing the welcome packages to the vendors. This year staff will mail the health and insurance forms to the vendors and track the return of the forms to ensure the City has all of these forms prior to the event.</p> <p>The Committee questioned why Pet Valu was listed as a food vendor rather than a commercial vendor. Andy Leung will contact Pet Valu to obtain clarification on this matter.</p> <p>Tiffany Chan reported that Yogurty's may come in as food vendor or as a commercial vendor depending on whether it brings a food truck or just hands out promotional materials.</p> <p><u>Insurance Policies</u> To date staff have only received the insurance policy form the ice cream truck vendor. Something Sweet Catering also submitted its policy, but was requested to also insure the City of Markham under the policy.</p> <p><u>Printing</u> Staff requested that the Operations Sub-Committee arrange with Andrea Conlon to print the name tags and any other documents that require printing at the City's print shop prior to the labour day long weekend. Only documents that will change such as the volunteer break schedule should be printed the Friday prior to the event.</p> <p><u>Generators</u> Staff will order the generators.</p>	<p>Contact Pet Valu to clarify whether they are a commercial or food vendor – Andy Leung</p> <p>Arrange with Andrea Conlon to have most documents printed prior to the long weekend – Andy Leung</p>

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	<p><u>Parking Passes</u> Staff will provide the Operations Sub-Committee with 40 parking passes.</p> <p><u>Airbourne Contract</u> Airbourne will now be providing a small climbing wall as part of its contract.</p> <p><u>Site Layout</u> The following site requirements were reported:</p> <ul style="list-style-type: none"> • Spring Free Trampoline will require a 40 by 40 foot space to put four trampolines; • The hospital could possibly be put in the small space next to the private vendors; • The supply booth could be moved so that the water on wheels can be near the picnic area; • Seaway Water should be put near the food vendors so that they can easily replace the water in their hand washing station; • GFL Staff will need to be able to easily access the waste bins during the festival so that they can be emptied if necessary; • Washrooms should be in two locations that are easily accessible so that they can be cleaned, one of the locations could be where the photo booth is currently located; the other location could be on the pavement by A0 and A6, noting these zones would need to be moved closer to the grass to make room for the washrooms. • The mini put can be located on the street provided they can set-up after 9:00 a.m. on the day of the event; • A 4 by 4 foot space is needed for a soccer acrobatic act and a larger grass area is needed for a kids kicking zone; • One vendor requested to be placed far from the stage. <p>It was confirmed that no tent will be required for the photo booth.</p>	<p>Update map based on site plan requirements discussed at this meeting – Andy Leung</p> <p>Finalize map by August 15, 2013 – Andy Leung</p>

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	<p>The Committee agreed that the map should be finalized by Thursday, August 15, 2013.</p> <p><u>City Zones</u> Staff were requested to confirm the City Departments that will be participating in the event. It was recommended that all City participants should be grouped together and that the Culture Departments (Flato Markham Theatre, the Varley and the Museum and Culture) should be put side by side. Some of the City Departments participating in the event included: the Theatre; the Varley; Fire; the museum and the Library.</p> <p>Dennis Flaherty reported that he will need a booth that is approximately 10 by 10 foot to promote upcoming events including the Bollywood Film Festival at the event.</p> <p><u>Street Names</u> Andrea Conlon reported that the following areas have been named by sponsors: Delridge Homes - Community Park RBC - Court Eye Level - Street</p> <p>Andrea suggested naming the 3rd street Markham-Milliken, as this street has not been sponsored to date. The Committee agreed to the street name provided the street does not get sponsored.</p> <p>It was noted that there will be a banner with the streets name on it hung above each street.</p> <p><u>Signage</u> It was confirmed that a sign needs to be placed in front of all activities that require a play all day pass stipulating that a pass is required. Signs will also be placed at the shuttle bus stations.</p> <p><u>Photo Booth</u> It was suggested that a volunteer be assigned to punch holes in patrons' wristbands when they</p>	<p>Let Andy Leung know what City Departments are participating in the event – Andrea Conlon/Tiffany Chan</p> <p>Add 10 by 10 foot space for promoting City events – Andy Leung</p>

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	<p>get their free photo. Any additional pictures will cost \$2.00.</p> <p><u>Mascot</u> Andrea Conlon confirmed that Millie, the Children's Festival Mascot can still be used at this year's event even though the mascot did not appear in the promotional materials for the event and provided that there is a volunteer to wear the costume.</p> <p>E. Volunteers Andy Leung reported that two volunteer sessions will be held in the Council Chamber on September 3, 2013.</p> <p>Tiffany Chan reported that both Spring Free Trampoline and Eye Level will require two volunteers on the day of the Children's Festival.</p> <p>F. Corporate Communications/Advertising</p> <p>Dennis Flaherty will ask RBC how it would like the posters promoting the Children's Festival to be distributed to its branches.</p> <p>G. Website</p> <p>Dennis Flaherty reported that the volunteer section of the Children's Festival Website has been closed off, as enough volunteers have signed up to volunteer at the event.</p> <p>Dennis will email the weblink to the Children's Festival website to RBC.</p>	<p>Provide volunteers to Eye Level and Spring Free Trampoline _ Andy Leung</p> <p>Ask RBC about the distribution of the poster to its branches – Dennis Flaherty</p> <p>Email Children's Festival weblink to RBC – Dennis Flaherty</p>

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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 on Tuesday, August 27, 2013 at 5:30 p.m. in the Canada Room.	
6. Adjournment	The RBC Markham-Milliken Children's Festival adjourned at 7:20 p.m.	