



RBC MARKHAM MILLIKEN MILLS CHILDREN'S FESTIVAL COMMITTEE

March 27, 2013

CANADA ROOM

5:30 P.M.

Committee Members: Councillor Logan Kanapathi, Chair, Munira Budheto, Iman Cassim, Kimberly Cheung, Nappinder Dogra , Susanna Lee, Andy Leung, Gowthaman Rajakumar, and Sai Tiano (RBC)

Staff Resources:, Andrea Conlon, Dennis Flaherty, Kaushi Rajah, Judy Rigby and Laura Gold, Council/Committee Coordinator

Regrets: Kethika Logan, Ellakiya Sivapalan and Vivienne Jiang

Agenda Item	Discussion	Action Item
1. Call to Order & Introductions	The RBC Milliken Mills Children's Festival Committee convened at 5:39 p.m. with Councillor Logan Kanapathi presiding as Chair without quorum. The Committee Members introduced themselves.	
2. Minutes	The Minutes from the October 2, 2013 RBC Markham-Milliken Children's Festival Committee were circulated for information purposes, as the minutes included the Committee's feedback on the 2012 Children's Festival.	
3. RBC Milliken Mills Children's Festival	A. Refreshed Approach to Event Execution Andrea Conlon presented a refreshed format for the 2013 RBC Markham-Milliken Children's Festival. The proposed changes to the event format included the following: • Holding the majority of the event in the parking lot area of Markham Civic Centre; • Having more of a street festival feel to the event;	

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	- Discontinuing the use of inflatables at the event due to the liability to the City. The Committee will look at new ideas for children's activities that will still provide patrons with good value for their money when purchasing an all day play pass. B. Staging and Entertainment With the new proposed event format there will be less elaborate entertainment and more community based entertainment. The local community and schools can be engaged to perform at the event. This could be done through holding auditions for performers. The new proposed entertainment format would also help reduce the cost of the staging. Other suggestions for entertainment included the following: - Having various sports activities (e.g. badminton and table tennis); - Having video game stations; - Having the children create murals in celebration of the PAN AM Games. Members were encouraged to submit additional entertainment ideas via email. C. Finance It was reported that Judy Rigby will be the 2013 Finance Representative on the RBC Markham-Children's Festival Committee. It was advised that additional clauses are being added to this year's contracts with both the vendors and sponsors to protect the City from financial liability. The City is also looking at the possibility of having a rain date for the event and at what the	

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	financial implications to having a rain date may be. D. Sponsorship It was reported that \$16,500 was raised through sponsorship in 2012 for the Children's festival. Sponsorship ranged from about \$1,000 - \$7,500. It was recommended that this Committee create a small booklet or possibly a colouring book for the event where businesses can be advertised. Revenue could then be generated through the sale of the advertisement space. E. Operations The Committee recommended that a representative from Operations attend future meetings. F. Volunteers Staff thought that the number of volunteers could possibly be reduced with the new proposed event format and stressed the importance of keeping the volunteers busy at all times. G. Corporate Communications/Advertising Dennis Flaherty, Director of Communications, provided the following update on the Corporate Communications/Advertising of the event: • Looking at refreshing the look of the promotional materials for the Children's Festival; • Planning on using social media, the website, the City's new mobile app and the City page to promote the event; • Hiring a part time event coordinator who will assist with the event;	Invite a representative from Operations to attend meetings – Andrea Conlon/Laura Gold

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	Hoping on re-hiring the summer student who worked on the event last year. H. Event Sub-Committees The following appointments to the event sub-committees were made: <u>Staging and Entertainment</u> Nappinder Dogra Munira Budheo <u>Volunteer Sub-Committee</u> Andy Leung, Co-Chair Kimberly Cheung, Co-Chair <u>Operations Sub-Committees</u> Andy Leung, Co-Chair Kimberly Cheung, Co-Chair Additional appointments to the Sub-Committees will be made at the next meeting once the roles and responsibilities are better understood by the new members. Staff should be able to attend some of the sub-committee meetings, as the planning for the event has commenced earlier this year and more staff support is available.	Appoint new members to sub-committees at next meeting – All Committee Members
4. Next Meeting Date	The next meeting of the RBC Markham-Milliken Children's Festival Committee will be held on Wednesday, April 24, 2013 at 5:30 p.m. in the Canada Room.	
5. Adjournment	The RBC Milliken Mills Children's Festival adjourned at 6:50 p.m.	