



RBC MARKHAM MILLIKEN MILLS CHILDREN'S FESTIVAL COMMITTEE
JUNE 18, 2012
YORK ROOM
6:00 P.M.

Committee Members:

Councillor Logan Kanapathi, Chair, Nappinder Dogra, Pat Lee, Brendon Ng, Ellakiya Sivapalan

Staff Resources: Dennis Flaherty, Laura Gold, Council/Committee Coordinator

Item	Discussion	Action Item
1. CALL TO ORDER	The Milliken Mills Children's Festival convened at 6:10 p.m. with Councillor Logan Kanapathi presiding as Chair.	
2. BOARD/COMMITTEE ORIENTATION	Laura Gold, Council/Committee Coordinator, provided a Markham Board/Committee Orientation.	
3. 2012 MILLIKEN MILLS CHILDREN'S FESTIVAL	A. Sponsorship The Committee reviewed the proposed sponsorship package. The following changes from last year were discussed: • Having a new VIP tent sponsor; • Having two (2) new shuttle bus sponsors; • Increasing the cost of sponsoring a children's tent to \$2,500; • Providing sponsors with food and beverages. The Committee requested that the sponsorship application form be updated as follows: (1) to reflect the new price of sponsoring a children's activity tent and (2) to include the VIP tent and shuttle bus sponsorship information. It was noted that the increase to the cost of the children's tents will be explained to past sponsors. The cost was increased as a result to the increase in the size of the festival over the last couple of years. As the festival has become a well branded and attended event.	Update sponsorship package – Dennis Flaherty

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	Moved by Pat Lee Seconded by Nappidender Dogra That the Milliken Mills Children's Festival Advisory Committee approve the sponsorship package as amended. B. Finance The budget for the 2012 Milliken Mills Children's Festival will be developed based on this Committee's input. Raj Raman was requested to provide a copy of the 2011 budget for the event. C. Operations It was noted that Brandon NG assisted with the operations of the event in previous years. Clarification was requested with respect to the role of staff, the role of this Committee and the role of the volunteers. D. Volunteers It was noted that Pat Lee had organized the volunteers in previous years. It was questioned whether this Committee would be responsible for feeding the volunteers. This responsibility was reported to be the responsibility of staff. E. Rides and Children Zones The Committee discussed having 12 children's zones this year. This would generate approximately \$30,000 in sponsorship revenue. The budget for the rides was questioned and clarification was requested with respect to the roles and responsibilities of this Committee.	Provide Committee with the 2011 budget for the event – Raj Raman

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	F. Staging & Entertainment It was noted that Mayavan Ananthadarajah will be responsible for the planning and undertaking of the entertainment this year. G. Corporate Communications/Advertising/Website Dennis Flaherty reported that the website has already been updated. Any changes/additions to the website should be requested through the Committee/Council Coordinator. A chart with a breakdown of responsibilities was displayed to the Committee. Dennis Flaherty will request for Andrea Conlon to email the chart to the Committee Coordinator to circulate to the Committee. A meeting was requested to be arranged to clarify the roles and responsibilities of this Committee and of Staff. Kausha Rajah will arrange this meeting. The meeting should include Councillor Logan Kanapathi, Pat Lee, Brandon NG, Dennis Flaherty, Andrea Conlon, Raj Raman and other applicable staff/Committee Members. It was suggested that Jason Tsien, the previous project leader of the Milliken Mills Children's Festival, attend the next couple of meetings. This would ensure a smooth transition from the previous committee structure to a formal committee of Council.	Schedule a meeting to clarify the roles and responsibilities of this Committee – Kausha Rajah Arrange for Andrea Conlon to email the Committee Coordinator the chart with a breakdown of responsibilities – Dennis Flaherty Email chart breaking down responsibilities to the Committee – Laura Gold Invite Jason Tsien to attend the next couple of meetings – Committee/Coordinator
4. NEXT MEETING DATE	The next meeting of the Milliken Mills Children's Festival will be held on Wednesday, June 27, 2012 at 5:30 p.m.	
5. ADJOURNMENT	Moved by Nappinder Dogra Seconded by Pat Lee That the Milliken Mills Children's Festival Committee adjourn at 7:51 p.m. CARRIED.	

