



RBC MARKHAM MILLIKEN MILLS CHILDREN'S FESTIVAL COMMITTEE

JUNE 27, 2012
YORK ROOM
5:30 P.M.

Committee Members:

Councillor Logan Kanapathi, Chair, Mayavan Anathanadarajah, Nappinder Dogra, Karen Lau (Guest), Pat Lee, Kethika Logan, Rishi Narula, Brandon Ng and Ellakiya Sivapalan

Staff Resources: Bonnie Armstrong, Tiffany Chan, Andrea Conlon, Dennis Flaherty, Shawn Hermans, Raj Raman, Diane Samek, Jason Tsien, Laura Gold, Council/Committee Coordinator

Item	Discussion	Action Item
1. CALL TO ORDER	The Milliken Mills Children's Festival convened at 5:40 p.m. with Councillor Logan Kanapathi presiding as Chair.	
2. BOARD/COMMITTEE ORIENTATION	Laura Gold, Council/Committee Coordinator, provided the highlights from the Markham Board/Committee Orientation for the members who were unable to attend the last meeting.	
3. 2012 MILLIKEN MILLS CHILDREN'S FESTIVAL	A. Staging & Entertainment Bonnie Armstrong and Dennis Flaherty will meet to discuss the staging specifications. Dennis Flaherty will get a quote on the staging once the specifications are confirmed. The quote should be for the tents, generators and stage and if possible the stage should have an extra extension. The Committee requested that special attention be given to the safety specifications of the stage. An update on this matter will be provided at the next meeting. The Committee was advised that Mayavan Anathanadarajah will be overseeing the entertainment for the 2012 Milliken Mills Children's Festival. Andrea Conlon was requested to provide a list of last year's performers to Mayan Anathanadarajah. It was requested that the entertainment be confirmed (3) weeks prior to the event and that the list of confirmed performers be provided to Karen Lau so that parking can be arranged for the entertainers.	Meet to discuss the staging specifications – Bonnie Armstrong and Dennis Flaherty Get quote for tents, generators and stage – Dennis Flaherty Provide update on the stage arrangements at the next meeting – Dennis Flaherty

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	Diane Samek confirmed that only well known entertainers would be included in the promotional material. Therefore, the timelines for confirming the entertainment should be sufficient. Mayavan Anathanadarajah reported that for this year's event Markham's talent will be highlighted. As it was thought that having young performers would help promote the event amongst Markham families. It was noted that in the past some of the performers received an honorarium. A Member advised that Alan Bell was interested in being the master of ceremonies for this year's Children's Festival. It was noted that the speaker notes will need to be reviewed by Communications & Community Relations prior to the event. Karen Lau was requested to reserve parking at the Theatre for Theatre patrons, as there is a show scheduled for that day. It was confirmed that the Operations Committee will still be responsible for all locates with respect to the staging and entertainment. B. Sponsorship It was advised that the sponsorship deadline is this week. Sponsors are starting to submit their application forms. It was noted that RBC has an exclusive on RRSPs. A potential conflict with one of the sponsors was identified. Andrea Conlon will look into this matter and ensure that none of the sponsors conflict with RBC's exclusivity. C. Finance Raj Raman reported that the 2011 event incurred a deficit of \$3,194 that will be carried forward and adjusted against the 2012 event's budget. The 2012 budget for the event will be developed as the Committee's plans for the festival is confirmed and the previous year's budget will be used as the base to develop the budget.	Provide list of last year's performers to Mayavan Anathanadarajah – Andrea Conlon Confirm entertainment (3) weeks prior to the event and provide a list of the performers to Karen Lau so that parking can be arranged for the entertainers - Mayavan Anathanadarajah Provide the Master of Ceremonies speaker notes to Communications & Community Relations once confirmed - Mayavan Anathanadarajah Reserve parking at the Theatre for Theatre patrons – Karen Lau Ensure that none of the sponsors conflict with RBC's exclusivity on RRSPs – Andrea

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	It was noted that the City of Markham has granted \$13,500 towards this event. It was explained that the funds provided by RBC go into a pool of sponsorship funds for the City of Markham and that this Committee will not have access to those funds. The Committee reviewed the cost of running the event and estimated the revenue generated from sponsorship funds. After some discussion the Committee agreed that the play all day pass should be increased in cost to help cover the cost of the event. Increasing the cost to \$10 would also make it easier for the volunteers to manage the funds, as there would be less change involved. Moved by Brandon NG Seconded by Rishi Narula That the cost of the play all day pass for the 2012 Milliken Mills Children's Festival be increased from \$8 to \$10. A. Operations Staff were requested to assist with the coordination of parking, as this was a task that the volunteers found challenging last year. Andrea Conlon was requested to ask Bill Wiles if the By-Law Enforcement Officers could manage the parking on the day of the festival. It was noted that overnight security will also be required. There was a discussion on how the volunteers would obtain access to Civic Centre during the festival. It was noted that Human Resources had created an access card package for the Milliken Mills Children's Festival in the past. It was thought that Human Resources could re-create the same package. Andrea Conlon will look into to this matter and see whether a staff person needs to be present.	Conlon Ask Bill Wiles if the By-Law Enforcement Officers could manage the parking on the day of the festival – Bill Wiles Look into obtaining access to Civic Centre for the volunteers during the festival and whether a staff person needs to be present – Andrea Conlon Ensure that Civic Centre will be air conditioned both the Friday and Saturday the weekend of the event – Andrea Conlon Inquire if the Recreational Services office area can be used during the festival for both printing and photocopying – Shawn

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	Andrea Conlon was also requested to ensure that Civic Centre will be air conditioned both Friday and Saturday. Shawn Herman was requested to inquire if the Recreational Services office area can be used during the festival for printing and photocopying. Councillor Logan Kanapathi was requested to speak with his contact from McDonalds regarding the following: (1) receiving coupons for free fries; (2) sponsoring the breakfast for the volunteers; (3) having the McDonalds Coffee truck on site; and 4) having an appearance from Ronald McDonald at the event. The Committee agreed to having (2) dispensing stations with (4) cashiers. Raj Raman was investigating the possibility of having City staff at the dispensing stations managing the cash. This will be confirmed at a future meeting. The Committee reviewed the vendor application form. It was noted that the vendor forms will be processed by Andrea Conlon and that the vendors need to be confirmed by the beginning of August. The number of vendors is typically driven by the amount of revenue required. Last year there were (8) vendors. It was anticipated that there would be the same number of vendors as last year. It was requested that the food vendors be kept in the same area this year for waste management purposes. The Committee discussed increasing the cost to be a food vendor at the festival. It was agreed that the rates should be reviewed for next year's festival, but that it would be complicated to increase the rate for this year provided the timelines. Moved by Nappinder Dogra Seconded by Brandon NG That the Milliken Mills Children's Festival Committee approve the vendor application	Herman Speak with contact from McDonalds regarding the following: (1) receiving coupons for free fries; (2) sponsoring the breakfast for the volunteers; (3) having the McDonalds Coffee truck on site; and 4) having an appearance from Ronald McDonald at the event- Councillor Logan Kanapathi Keep Food vendors in same area – Operations Sub-Committee Confirm if City Staff can man the dispensing stations – Raj Raman Continue to oversee the creation of the maps – Operations Sub-Committee

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	form as presented. CARRIED. It was noted that the Operations Sub-Committee should continue to oversee the creation of the maps. B. Volunteers Pat Lee reported that the Volunteer Sub-Committee met last week and reviewed its roles and responsibilities. It was decided that the Sub-Committee will assign to staff whatever it is unable to do. Andrea Conlon confirmed that she is looking for sponsorship of the volunteers' food, but could not promise that she could find a sponsor to cover the cost of all of the volunteers' food. It was noted that a dinner for approximately 100 volunteers is needed the Friday night prior to the event in addition to the volunteer food requirements for the day of the event. C. Rides and Children Zones Pat Lee circulated a quote for the inflatable jumping castles. The quote was about \$1,000 more than last year. It was suggested that (3) quotes be obtained, as the City of Markham's Purchasing By-Law requires (3) quotes for purchases greater than \$5,000. Councillor Logan Kanapathi was requested to provide Pat Lee with the names of additional vendors. D. Corporate Communications/Advertising/Website The Committee reviewed the recommended changes to the website. Pat Lee was requested to re-send the information to Andrea Conlon without the Mobile Alert section, as Markham does not currently have this capability. Andrea Conlon will then arrange for the website to be updated.	Provide Pat Lee with the names of vendors of inflatable jumping castles – Councillor Logan Kanapathi Re-send website updates to Andrea Conlon without the mobile alert section – Pat Lee Arrange for website to

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	Diane Samek reported that the RBC logo can no longer be apart of name of the festival. RBC has also requested that font be updated to meet accessibility standards. This applies to all promotional materials for the event (e.g. website, banner and signs). There was discussion on how the costs of the promotional materials were previously absorbed by departmental budgets. It was unclear if these costs would be absorbed by departmental budgets or come out of the Committee budget this year. It was reported that the promotional map of the children's zones can be created once the sponsorship of the zones is confirmed. The map will be re-created by the same illustrator as last year and it will take (1) business week for the map to be completed. Staff noted that it will also take (2) business weeks to print the promotional materials and that this should be considered when establishing timelines. It was confirmed that a personal invitation to the event from Councillor Logan Kanapathi will be sent to persons residing in the Milliken area. The invitation will also be sent with the notice of the event to persons residing in the immediate area, as was done last year.	be updated – Andrea Conlon Update promotional material so that the RBC logo is no longer apart of the festival name an so that font meets accessibility standards – Diane Samek and Freda Lee
4. APPROVAL OF THE MINUTES	It was requested that the finance section of the June 18, 2012 Minutes be updated to reflect that the budget will be developed based on the input from the Committee, as the budget for the 2012 Milliken Mills Children's Festival is yet to be created and therefore cannot be provided to the Committee. Moved by Mayavan Anathanadarajah Seconded by Pat Lee That the Minutes from the Milliken Mills Children's Festival Committee held on June 18, 2012 be approved as amended. CARRIED.	Update Minutes to reflect change – Laura Gold
5. NEXT MEETING DATE	The next meeting of the Milliken Mills Children's Festival will be held on Thursday, July 5, 2012 at 5:00 p.m. in the York Room.	

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	The Committee agreed that it should meet weekly, as the event is being held in early September. It was noted that Raj Raman does not need to come to meetings until mid July or as otherwise requested. It was recommended that a representative from RBC be invited to the next meeting.	
6. ADJOURNMENT	The Milliken Mills Children's Festival Committee adjourned at 7:30 p.m.	