



RBC MARKHAM MILLIKEN MILLS CHILDREN'S FESTIVAL COMMITTEE

JULY 5, 2012

YORK ROOM

5:00 P.M.

Committee Members:

Councillor Logan Kanapathi, Chair, Mayavan Anathanadarajah, Shagana Balasubramanian (Guest), 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, Eric Lariviere, Freda Lee, Raj Raman, Andy Taylor, Jason Tsien, Laura Gold, Council/Committee Coordinator

Regrets: Rishi Narula, Brandon Ng, Gowthaman Rajakumar, Diane Samek

Item	Discussion	Action Item
1. CALL TO ORDER	The RBC Markham Milliken Mills Children's Festival (RBC MMCF) convened at 5:11 p.m. with Councillor Logan Kanapathi presiding as Chair.	
2. APPROVAL OF THE MINUTES	The following changes were requested to the finance section of the June 27, 2012 Milliken Mills Children's Festival Committee Minutes: 1) That it be added that there was a budget deficit for the 2011 festival; 2) That a new subsection be created for the discussion items not related to finance. Moved by Pat Lee Seconded by Ellakiya Sivapalan That the Minutes from the RBC Markham Milliken Mills Children's Festival Committee held on June 27, 2012 be adopted as amended. CARRIED.	

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3. 2012 MILLIKEN MILLS CHILDREN'S FESTIVAL	A. Sponsorship It was advised that an email has been sent out to previous sponsors of the event requesting sponsorship funds. Some of the confirmed vendors included the Fire Department and Markham Public Library. It was noted that Michael Angelo's will not be providing sponsorship for the 2012 children's festival and that Loblaws had been contacted as a potential sponsor. B. Finance Raj Raman reported that he will provide continuous updates with respect to the Committee's expenses. To date there has been a few quotes received and an invoice from Socan. A copy of last year's budget will be circulated to the Committee. <u>Vendor Application Process</u> There was a discussion on how vendor application forms should be processed. It was advised that all application forms should be held onto by Andrea Conlon until the submission deadline. The applications will then be reviewed based on set criteria (e.g. applications from vendors who provided poor service in previous years will not be accepted). Any cheques received from vendors who are not approved will be returned to the vendor. This process was established based on previous issues with the collection of the vendor's fee. The Operations Committee would like a copy of the vendors' applications, to assist with planning of the Festival. This can be collected weekly from Andrea/Tiffany It was noted that the vendors should have a minimum of \$2 M dollars of liability insurance with the City of Markham named as an additional insurer. C. Operations	Provide a copy of last year's budget to the Committee – Raj Raman/Laura Gold Ensure vendors have a minimum of \$2 M dollars of liability insurance with the City of Markham named as an additional insurer – Operations Sub-Committee Review critical path and recommend changes – Andrea

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	The Committee reviewed the quotes from Toronto Climbing Academy, Tiger Paw Exotics, and Mini Circuit. All (3) quotes were similar to last year and where less than \$5,000. Therefore, these quotes can be accepted. The Committee reviewed the proposed critical path. Members were asked to provide suggestions. Andrea Conlon will review the critical path in detail after the meeting and recommend any changes. It was noted that some of these tasks are already in progress. It was reported that the Operations Sub-Committee has prepared draft maps, but will need more information before they can be confirmed. Shagana Balasubramanian from the Operations Sub-Committee will prepare the maps. The review of the maps was deferred to a future meeting. The Operations Sub-Committee requested that office space be available by July 18 to prepare the welcome packages. It was agreed that the Committee could use one of the touch down work station located in Recreational Services. Jason Tsien will arrange for the use of the work station and for temporary computer access. The computer should be equipped with Microsoft Office programs. The Operations and Volunteers Subcommittees already have email accounts through Gmail, as it has document management capabilities. Access will be provided to staff to have access to all of the Committee's documents. It was clarified that the cubic box at Civic Centre will store supplies for the festival. The box is filled before the event. In the past Jason Tsien and one member of the Operations Sub-Committee had a key to the cubic box. The Committee reviewed the proposed timelines for the event. There was a suggestion that the entertainment start ½ hour earlier, as in previous years the entertainment was somewhat slow to get started. This was thought to be possible. It was agreed that the Operations Sub-Committee should continue to create the timelines for this event,	Conlon Arrange for the use of a work station for the Operation Sub-Committee to create the welcome packages and for computer access (note: office space required by July 18)– Jason Tsien Set up Milliken Mills Children's Festival Email Account for staff – Karen Lau

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	noting that the timelines have been fine-tuned based on years of experience. It was reported that Supersave Toilets and Sinks has offered to provide porta potties, accessible porta potties, sinks and water pumps. In addition, to emptying the porta potties once on the day of the festival. This service would be provided at a similar rate paid to another vendor last year. It was agreed that the Committee should use this vendor as they are providing additional value for a similar price. There was a discussion on whether the Committee should have a water truck on site. It was noted that Seaway Water will provide potable water for hand washing stations and it will clear grease. The Committee agreed that is should have the water truck to reduce health and safety risks. Andrea Conlon reported that she is coordinating the Police Officers for the event. There will be (2) officers on duty at the event. This Committee will need to know what RBC is planning before it can plan the use of space and decide whether Millennium Park is required. It was noted that the park has been used in previous years for crowd control purposes. D. Volunteers It was reported that a request has been made to book the Theatre for the volunteer training in September. E. Rides & Children Zones It was reported that consideration is being given to having happy Milliken activities and games. This would provide additional children's activities at a low cost. It was noted that the children's zones will be similar to last year and that they are in the process of being finalized. The Committee reviewed the quotes for the inflatable rides. It was noted that one of the quotes was incomplete. It was suggested that the vendor be provided with an	Report back on the inflatables quotes at the next meeting – Pat Lee

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	opportunity to provide a complete quote and that the insurance specifications also be considered. Pat Lee will report back on this matter at the next meeting. Question was raised about insurance provided by the companies for inflatable rides/entertainment. Jason Tsien informed the committee that Airbounce provides insurance for each ride. Request made that the other 2 companies be contacted to determine their insurance coverage. Since Superior Entertainment has never been used by the Town, it was requested that two references be contacted before they could be considered. Pat Lee was granted permission to start purchasing small items for the children's festival (e.g. bubbles). F. Staging and Entertainment Dennis Flaherty reported that he is waiting for a quote for the stage, tents and generators. The quote will be a package deal. It was reported that audition dates were being set for the performers. Kethika Logan and Mayavan Anathanadarajah were requested to work with Bonnie Armstrong and Eric Lariviere to schedule the auditions and to possibly hold the auditions at the theatre. There was a discussion on whether performers who have provided their service-in-kind should be permitted to circulate promotional materials. It was suggested that these performers be asked how much they would normally charge for their service. A comparative analysis between paid sponsors and service-in-kind sponsorship can then be conducted. Guidelines can then be created accordingly. There was a suggestion to start the festival earlier this year and to start the entertainment with an act targeting families, possibly a talent show showcasing Markham's talent or a with a clown act.	Pat Lee to contact Superior Entertainment and Redline re: Insurance. Pat Lee to contact Superior Entertainment to provide requested references. Work with Bonnie Armstrong and Eric Lariviere to schedule the auditions and to possibly hold them at the theatre – Kethika Logan and Mayavan Anathanadarajah See if Do Do the Clown is available on the day of the event and how much he would charge for his services – Dennis Flaherty

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	Dennis Flaherty advised he would see if Do Do the Clown was available on the day of the festival and how much he would charge for his services. There was an idea that some of the performers could walk around the festival providing entertainment. G. Corporate Communications/Advertising The Committee agreed that it should not revamp the signs unless RBC confirms its sponsorship for next year's event. As the signs would then need to be recreated for next year's event. The following was noted: - A photographer will be hired for the event; - A vendor ad will be placed on the City page in the <u>Markham Economist & Sun</u>; - The illustration of the children's zones can be printed by Communications & Community Relations provided it is submitted by August 3, 2012; - The event will be advertised on Markham's electronic boards and through its camps; - A full page ad will possibly be placed in <u>Markham Economist & Sun</u>; - A revised ad has been prepared for Fairchild; - The event will be advertised with local ethnic media if sponsorship funds are obtained to cover this cost; - Personal invitations from Councillor Logan Kanapathi will be sent to people residing in the immediate area with the notice for the event and to people living in the Milliken area. There was a recommendation to advertise the event on a children's television network and possibly have a TV personality come to the event (e.g. Treehouse). H. Website	

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	Freda Lee reported that the website will be updated by next week.	
4. NEW BUSINESS	It was suggested that this Committee walk around the grounds at Civic Centre to get a feel of the space. There was a question regarding whether vendors will be placed in the same space as last year. It was advised that the space is negotiable if the requests are made early in the planning process and that this would typically be decided based on a conversation with the vendor. The Committee was asked if there was anything that they felt could be added to the festival at a low cost that would add value. The following suggestions were made: - An arts and crafts zone; - A hot air balloon - Having a bucket truck on site from Powerstream where patrons can be raised in the bucket to overlook the city (Dennis Flaherty will investigate this possibility). There was a discussion on the survey results from previous years. The Committee agreed that a survey should be conducted this year, as the survey results are used to make continuous improvements to the festival. There was a discussion on the possibility of having a bus wrapped advertising the event.	Investigate the possibility of having a bucket truck from Powerstream on site – Dennis Flaherty
5. NEXT MEETING DATE	The next meeting of the RBC MMCF will be held on Wednesday, July 11, 2012 at 5:00 p.m. in the York Room.	
6. ADJOURNMENT	The RBC MMCF Committee adjourned at 7:30 p.m.	