



RBC MARKHAM MILLIKEN MILLS CHILDREN'S FESTIVAL COMMITTEE

JULY 11, 2012

YORK ROOM

5:00 P.M.

Committee Members:

Councillor Logan Kanapathi, Chair, Mayavan Anathanadarajah, Becky Chiu (RBC), Anthony Lam (RBC), Pat Lee, Kethika Logan, Rishi Narula, Brandon Ng and Ellakiya Sivapalan

Staff Resources: Bonnie Armstrong, Tiffany Chan, Andrea Conlon, Jason Tsien, Laura Gold, Council/Committee Coordinator

Regrets: Nappinder Dogra, Dennis Flaherty, Shawn Hermans, Eric Lariviere, Gowthaman Rajakumar, Raj Raman, Diane Samek,

Item	Discussion	Action Item
1. CALL TO ORDER	The RBC Markham Milliken Mills Children's Festival (RBC MMCF) convened at 5:10 p.m. with Councillor Logan Kanapathi presiding as Chair.	
2. APPROVAL OF THE MINUTES	Minor changes to the minutes were made. Moved by Kethika Logan Seconded by Mayavan Anathanadarajah That the Minutes from the RBC Markham Milliken Mills Children's Festival Committee held on July 5, 2012 be adopted as amended. CARRIED.	
1. 2012 MILLIKEN MILLS CHILDREN'S FESTIVAL	A. RBC Anthony Lam & Becky Chiu provided the RBC update. The RBC zone will consist of a play hockey activation zone. A representative from Hockey Canada or an Olympic Athlete will be present on the day of the event. The details are still being confirmed. This year RBC will also promote financial literacy. An employee from RBC will be present at the event to speak to families about financial literacy. Pat Lee requested that RBC confirm the number of volunteers that it will require. It was advised that last year RBC had 3 or 4 volunteers.	Confirm number of volunteers RBC will require – Anthony Lam

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	It was confirmed that RBC will require about 75 t-shirts to be distributed to local Markham branches. As its branch staff will wear the t-shirt the week prior to the event to promote the festivities. Golf shirts will also be provided to the RBC representatives working at the RBC tent on the day of the event. Anthony Lam was requested to inquire if RBC will be providing a \$3 coupon towards the 'play all day pass' at its local branches, as was done last year. A more comprehensive update regarding RBC's plans will be provided at the next meeting. B. Advertising & Promotion RBC Milliken Mills Children's Festival promotional materials were displayed to the Committee for its approval. Moved by Brandon NG Seconded by Mayavan Anathanadarajah That the 2012 Milliken Mills Children's Festival promotional materials be approved as presented. C. Website It was noted that the sponsorship information on the website needs to be updated. There were also some spelling corrections that needed to be made. A meeting will be held with Freda to discuss the website. D. Staging and Entertainment Bonnie Armstrong and Mayavan Anathanadarajah will meet to discuss the performances. Tiffany Chan provided the contact information of an individual	Provide 75 T-Shirts to RBC – Jason Tsien Inquire if RBC will be providing a \$3 coupon towards the 'play all day pass' at its local branches – Anthony Lam Have a meeting with Freda to review the website – Pat Lee Meet to discuss performances –

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	interested in performing at the event. Andrea Conlon reported that Do Do the Clown will charge \$1,000 for 5 hours of performing. This includes a stage performance and roaming the audience. It was noted that if Ronald McDonald will be making an appearance at the event no other clowns are permitted at the event. Also, last year RBC would not permit its mascot to be present at the event due to Ronald McDonald's appearance at the event. Dennis Flaherty was still sorting out the staging details. Staff advised that Alan Bell and Carolina Moretti would be the Master of Ceremonies. A. Finance No update was provided. B. Sponsorship It was noted that this Committee would need to make a decision soon with respect to, which vendor application it approves. A Member advised that the vendors will be approved after the August 1, 2012 submission deadline. The Operations Subcommittee will then provide Andrea Conlon with a list of vendors not approved. The vendors can then be contacted to pick up their cheques. The following sponsorship update was provided: • Tutor Bright will be a \$1,500 shuttle sponsor; • Powerstream has committed the same amount of funds as last year; • Enbridge will not be returning as a sponsor; • Le Premiere Ballet School has demonstrated an interest in sponsoring a children's zone; and, • McDonalds has agreed to sponsor the volunteer breakfast.	Mayavan and Bonnie Armstrong Sort out staging details – Dennis Flaherty Follow up with Somerset Academy regarding its sponsorship of the event – Councillor Logan Kanapathi

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	Staff were still waiting for responses from the other sponsors from last year. Councillor Kanapathi was in the process of finalizing the sponsorship details with McDonalds and will follow up with Somerset Academy. It was confirmed that zone sponsors had exclusivity rights. C. Operations It was reported that both new and returning food vendors have submitted applications and that some of the Ribfest vendors were interested in submitting an application. Jason Tsien Advised that he would send Karyn Lau the information needed to login to a City computer. The Committee confirmed that it would continue to use its Gmail address and that it would not require a City email address. Andrea Conlon had arranged with Human Resources for access cards to be created. The Committee agreed that 20 cards should be printed at this time and that more cards can be created closer to the event if required. Karyn Lau was requested to provide Andrea Conlon with information pertaining to when volunteers will be coming in and out of Markham Civic Centre. The appropriate staff can then be advised that the volunteers will be using the facility. It was noted that York Region Police have cut back on the number of auxiliary police officers it has been providing at events. Andrea Conlon was requested to inquire whether By-Laws & Enforcement can fulfill some of the roles & responsibilities previously done by the auxiliary police officers. It was noted that the police managed the road closure last year. It was questioned if Town Centre Boulevard needs to be closed this year. This Committee will be able confirm the road closure only once the spacing for the event is confirmed. The Operations Sub-Committee will typically provide 2 or 3 spacing options for the Committee to consider. This Committee will then make the final decision.	Provide Andrea Conlon with information pertaining to when volunteers will be at Markham Civic Centre – Karyn Lau See if By-Law Enforcement will assist with some of the roles & responsibilities previously done by the auxiliary police – Andrea Conlon Arrange for 20 access cards to be printed – Andrea Conlon

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	There was a discussion on the parking passes. It was confirmed that the parking passes are typically distributed to the vendors, performers, RBC and VIPs. Typically more parking passes are created than the number of parking spots. As some of the guests who receive a parking passes only come for short durations of time. Last year 120 parking passes were distributed and there were 108 parking spots. It was advised that a section of the Theatre Parking lot needs to be reserved for Theatre patrons. D. Volunteers Andrea Conlon advised that Markham Theatre has been booked on September 4, 2012 for the volunteer orientation. It was questioned how many volunteers will need to be fed on the day of the event. A Member advised that approximately 400 volunteers and 140 sponsors, auxiliary police officers and fire fighters will need to be fed. It was questioned why paid workers are being fed. Andrea Conlon reviewed the draft 2012 RBC Milliken Mills Children's Festival critical path/ task list distributed at the last meeting. She will go over some recommended changes with Karyn Lau. There was a discussion on whether this Committee should continue to pay for Markham Public Libraries supplies for the festival. Moved by Mayavan Anathanadarajah Seconded by Rishi Narula That RBC Milliken Mills Children's Festival Committee discontinue covering the cost of the Markham Public Library supplies for the festival. Councillor Logan Kanapathi will advise Catherine Biss that this Committee will no longer cover Markham Public Libraries supply cost for the festival.	Review Critical Path/Task list with Karyn Lau – Andrea Conlon Advise Catherine Biss that this Committee will no longer cover the Markham Public Libraries supply cost at the event – Councillor Logan Kanapathi

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	E. Rides & Children Zones The Committee reviewed the play zones. It was noted that not all of the zone sponsors are returning. It was confirmed that the dance zone sponsor from last year will not be returning and that possibly Le Premiere Ballet School would be interested in taking over the sponsorship of the dance zone. This Committee will need to confirm who is coming in as a zone sponsor and who is coming in as a vendor prior to finalizing the children's zones. The Committee agreed to use Superior for the supplier of the inflatables. The insurance specification met the City's requirements. Staff advised that Superior will need to provide the City with a copy of its insurance policy prior to the event. F. Corporate Communications/Advertising Andrea Conlon advised that the same photographer as last year has been hired to take pictures of the event and that the date of the press conference is to be determined.	Arrange for Superior to provide a copy of its insurance policy prior to the event – Pat Lee
2. NEW BUSINESS	It was suggested that the 2012 chart with task and timelines be attached to future agenda packages. Ellakya Sivapalan will attend the Volunteer Sub-Committee meetings and assist Councillor Logan Kanapathi with his roles and responsibilities with respect to the event on a going forward basis.	Attach 2012 chart with task and timelines to agenda packages – Laura Gold Attend Volunteer Sub-Committee meetings/assist Councillor Kanapathi with his event related duties– Ellakya Sivapalan
3. NEXT MEETING DATE	The next meeting of the RBC MMCF will be held on Monday, July 23, 2012 at 5:00 p.m. in the York Room.	
4. ADJOURNMENT	The RBC MMCF Committee adjourned at 6:42 p.m.	