



RBC MARKHAM MILLIKEN MILLS CHILDREN'S FESTIVAL COMMITTEE

JULY 23, 2012
YORK ROOM
5:00 P.M.

Committee Members:

Councillor Logan Kanapathi, Chair, Becky Chiu (RBC), Nappinder Dogra, Pat Lee, and Ellakiya Sivapalan

Staff Resources:, Tiffany Chan, Andrea Conlon, Shawn Hermans, Dennis Flaherty, Eric Lariviere, Raj Raman, Laura Gold, Council/Committee Coordinator

Regrets: Bonnie Armstrong , Mayavan Anathanadarajah, Kethika Logan, Rishi Narula, Brandon Ng, Gowthaman Rajakumar, Diane Samek, Jason Tsien,

Item	Discussion	Action
1. CALL TO ORDER	The RBC Markham Milliken Mills Children's Festival (RBC MMCF) convened at 5:15 p.m. with Councillor Logan Kanapathi presiding as Chair without quorum.	
2. APPROVAL OF THE MINUTES	The approval of the minutes was deferred to the next meeting as there was no quorum.	
3. 2012 MILLIKEN MILLS CHILDREN'S FESTIVAL	A. Waste and Water Kimberley Dunsmoor was in attendance to discuss waste and water issues with respect to the RBC MMCF. The following requests were made: • Ensure the waste cans are distributed by the volunteers; • Locate the waste booth near the food and drinking water truck; • Group City environmental booths together; • Investigate whether the flaps can be taken off of the U cans; • Provide Operations staff with instructions where the U cans should be located. There was a discussion on how this Committee could enforce the City's Zero Waste Policy at the festival. It was suggested that volunteers be placed at the waste stations to ensure proper disposal of waste and that vendors who do not comply with	Ensure the waste cans are distributed by volunteers – Operations SC Locate the waste booth near the food booths and drinking water truck – Operations SC Group City Environmental Groups together – Operations SC Investigate whether the flaps can be taken off of

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	the policy not be permitted back next year. Andrea Conlon was requested to email Pat Lee a copy of the City's Zero Waste Policy. B. RBC Becky Chiu provided the RBC update. The RBC zone will consist of the following activities: • A play hockey activation zone with a RBC ambassador signing hockey pucks (note: the ambassador is still to be determined); • A financial literacy activity/game, which focus on understanding how money works; • A colouring station; • A newly launched IPAD banking applications that families can try. It was advised that RBC will need 4 or 5 volunteers to work with the Branch Manager to support the RBC activities. RBC would like to be able to pick its volunteers. As they would like to choose volunteers who will be able to engage families to participate in the RBC activities. RBC would like to hold its hockey activation activity close to the main stage and its financial literacy booth at Millennium Park. There was some concern that the area close to the stage would not be flat enough for the hockey activation zone. It was recommended that the RBC visit the area prior to making a decision with respect to the location of the hockey activation zone. It was advised that RBC will need 2 tables for its booth at Millennium Park and that it will be using the tents provided by the RBC MMCF. The Committee confirmed that RBC can decorate its area/tables how it sees fit. It was noted that RBC would like to play a role in the media launch. This would	the U cans – Kimberly Dunsmoor Advise Operations Staff where the U Cans should be located – Operations SC Possibly place volunteers at waste stations – Operations SC Do not permit vendors who do not comply with the City's Zero Waste Policy to return next year – Operations SC Email Pat Lee Zero Waste Policy – Andrea Conlon Allow RBC to pick its volunteers – Volunteer SC Ensure area by the stage is suitable for hockey – Becky Chiu Provide RBC with 2 tables and tents – Operations SC Include RBC in the Media Launch – Andrea Conlon/Dennis Flaherty

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	Include having a representative from RBC speak at the media launch. The media launch was tentatively scheduled to occur on Tuesday, August 28, 2012. Andrea Conlon will tentatively book the Great Hall for the media launch. There was a discussion on how the RBC MMCF media launch could draw a greater audience to the event. It was questioned if RBC would consider providing kids who attend the event with a \$5 or \$10 dollar voucher to be deposited into a new Leo bank account. Becky Chiu will investigate this possibility and report back at the next meeting. RBC confirmed that it will not provide a \$3 coupon off the play all day passes this year. C. Advertising & Promotion Dennis Flaherty reported that the following promotional tools will be used to promote the RBC MMCF: • Electronic Boards; • The City Page; • SNAP Magazine; • The Monsoon Journal; • Direct mail to 7,000 -9,000 households. It was noted staff will require the final site plan to finalize the brochure for the event. D. Website Dennis Flaherty reported that the website has been updated. E. Staging and Entertainment	Book Great Hall for Media Launch – Andrea Conlon See if RBC will provide kids attending the event with a \$5 or \$10 voucher to be deposited into a new Leo bank account – Becky Chiu Provide Corporate Communications with the final site plan/map once completed – Operations SC Provide final stage quote – Dennis Flaherty

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	Dennis Flaherty reported that he is still waiting for a final quote on the staging. The cost was anticipated to be approximately \$10,000. Eric Lariviere reported that a good mix of community and professional performers is be planned for the festivities. Some of the potential performers included Trevor Leblanc and Splash N'Boots. F. Finance Raj Raman reported that he will speak to Paul Wealleans regarding having 2 cashiers man the booths selling the all day play passes at the festival. To date only 1 invoice from Socan has been processed. It was anticipated that there will be more sponsorship revenue and invoice expenses in the upcoming weeks. It was reported that Celebrate Markham grant for the RBC MMCF was reduced from \$13,500 to \$13, 250 this year. A breakdown with respect to the number and type of past vendors was provided. G. Sponsorship Dennis Flaherty, Andrea Conlon Raj Raman, Councillor Logan Kanapathi and other applicable staff will meet to discuss sponsorship of the event. It was noted that this Committee will need to raise \$37,000 in revenue to cover the cost of the event. It was estimated that \$30,000 will be generated from the play all day passes and that the remainder will need to be raised through sponsorship. The following sponsorship was confirmed: • Powerstream - \$2,000 • Redpath Sugar – will supply sugar cookies for the kids (note: Andrea Conlon will find out if cookies are made at a peanut free facility) • Tutor Bright - \$1,500	Meet to discuss sponsorship of the event - Dennis Flaherty, Andrea Conlon Raj Raman, Councillor Logan Kanapathi and other applicable staff Contact Scholastics and Honda to see if they are interested in sponsoring the event – Dennis Flaherty Find out if the cookies are made at a peanut free facility – Andrea Conlon

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	Staff will be seeking additional sponsorship opportunities for the festival. The Committee suggested contacting Scholastics and Honda to see if they are interested in sponsoring the event. There was a discussion on whether the Chinese Association should be permitted to have a vendor booth to promote its tutoring services, as Tutor Bright is a shuttle sponsor of the event. It was decided that although Tutor Bright is paying more as a sponsor of the event, it is also deriving greater benefits than a vendor. Additionally, the public benefits from the promotion of more than one tutoring service at the event. Andrea Conlon was requested to explain this to Tutor Bright. There was a discussion on how the jump from \$1,500 to \$2,500 for sponsorship of a children's zone was possibly too big of a jump from last year. Staff were considering reducing the sponsorship of the children's zone to \$2,000. It was questioned if there is a premium booth location that could be provided to sponsors. The area closest to the stage was thought to be a premium location for booths to be situated. It was noted that the Committee will review the price of the vendor booths for next year's event. H. Operations This Committee will need to determine if Millennium Park will be used for the festival in order for the site plan to be completed. It was requested that the Operations Sub-Committee present 2 options for the site plan: (1) including Millennium Park and (2) excluding Millennium Park. There was a suggestion to move a larger attraction to Millennium Park (e.g. rock climbing or a larger inflatable). As this would help draw more of a crowd to the area. The following actions were assigned:	Explain to Tutor Bright why other tutoring services will be permitted to have a booth at the event – Andrea Conlon Review the price of vendor booths for next year's event – RBC MMCF Committee Prepare a site plan including Millennium Park and a site plan excluding Millennium Park – Operations SC Consider moving a larger attraction to Millennium Park – Operations SC Ensure all vendors will

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	• Ensure all vendors will have the required insurance – Operations Subcommittee; • Confirm whether a work station has been created for the Operations Subcommittee at the Milliken Mills Community Centre – Andrea Conlon; • Book a room at Civic Centre from (6:30 p.m. -10:30 p.m.) every Wednesday up to the day of the event – Andrea Conlon. Pat Lee was provided with the parking passes for the event. I. Volunteers Andrea Conlon advised that she still trying secure a sponsor to provide the volunteer food. Pat Lee reported that 300 volunteers have already signed up to assist with the event. The 2012 timelines for the event were circulated to the Committee. Any suggested changes to the document should be emailed to Andrea Conlon. J. Rides & Children Zones It was reported that Superior will be providing the inflatables for the event and that it could also supply the tents. Pat Lee was requested to ask Superior for a quote for the tents.	have the required insurance – Operations SC Confirm whether a work station has been created for the Operations SC at the Milliken Mills Community Centre - Andrea Conlon Book a room at Civic Centre from (6:30 p.m. - 10:30 p.m.) every Wednesday up to the day of the event – Andrea Conlon Email any changes to the timelines to Andrea Conlon – All Committee Members Obtain a quote for providing the tent from Superior – Pat Lee
4. NEW BUSINESS	There was no new business.	
5. NEXT MEETING DATE	The next meeting of the RBC MMCF will be held on Thursday, August 2, 2012 at 5:00 p.m. in the York Room.	
6. ADJOURNMENT	The RBC MMCF Committee adjourned at 7:05 p.m.	