



Report to: General Committee

Date Report Authored: April 11, 2012

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**SUBJECT:** Milliken Children's Festival Committee Structure  
**PREPARED BY:** Mary Creighton, Director of Recreation Services

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**RECOMMENDATION:**

- 1) That the report entitled "Milliken Children's Festival Committee Structure" be received as information.
- 2) That the Town of Markham establish the "Children's Festival Advisory Committee;" to coordinate the Markham Milliken Children's Festival;
- 3) That the Terms of Reference for the Milliken Children's Festival Committee be approved;
- 4) That the following individuals be appointed to the Children's Festival Advisory Committee for the term expiring on October 31, 2012:

Pat Lee  
Nappinder Dogra  
Rishi Narula

Ellakiya Sivapalan  
Mayavan Ananthanadarajah  
Kethika Logan

Gowthaman Rajakumar  
Brendan Ng  
Councillor Logan Kanapathi

- 5) That the members of the committee for terms beginning after October 31, 2012 be recruited in accordance with the Town of Markham Boards & Committee Appointment Policy; and further,
- 6) That staff be authorized and directed to do all things necessary to give effect to this resolution.

**PURPOSE:**

The purpose of the report is to provide Council information on the current Milliken Children's Festival Committee structure and to present a recommended governance structure to sustain the festival.

## **BACKGROUND:**

In 1999, the Milliken Children's Festival was created to replace the Milliken Summer Fest that was held at the Milliken Mills Community Centre. The festival was changed due to the lack of attendance. The intention was to create a festival that was family focus for the Milliken area.

In 1999 to 2002, the Festival was coordinated by Recreation staff and a few community members. The festival was also supported by Parks through the provision of operational support. This includes picnic tables, garbage cans and so forth.

Over time, the festival has gained community ownership and it flourished and in 2003 and 2004, under the leadership of Regional Councillor Tony Wong the Festival Chair, a Special Events Coordinator was hired to coordinate the festival.

In 2005, the festival came under the responsibility of the Events Coordinator, Strategic Services, Community and Fire Services; and due to timing restrictions Recreation was reassigned the event and the Chair was Councillor Khalid Usman.

From 2005 to 2011, the Festival was managed by the Community Resource Coordinator, Recreation Services with the Chair being Councillor Logan Kanapathi. The festival was supported by Corporate Communications - Events and Parks. In 2011, under the direction of Councillor Kanapathi, staff were requested to create a structure that resembled the current Canada Day organizing committee which involved Finance taking a lead in managing the festival budget.

## **Overview of the Current Committee Structure**

With the expansion of the Milliken Children's Festival, the organizing department (Recreation) felt it was necessary to begin creating additional volunteer committee members to help with the organization of the event.

- **2006** – The **Volunteer Committee**, fully served by community members, provides support for the festival and managed 250 volunteers on the day of the event. The volunteer committee consisted of one chair and 5 committee members.
- **2008** – As the attendance rate and size of the festival grew, the Recreation team assisted in the establishment of an Operations Committee. The **Operations Committee** was established and managed the implementation phase (setup, takedown, festival requirements, etc.) of the festival. The operations committee was managed by staff and had 5 committee members served by community members.

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- **2011** - RBC Markham-Milliken Children's Festival redefined the governance into three committees :

**1. Program Committee**

- Chair – Logan Kanapathi
- RBC Regional Vice President – Anthony Lam
- Project Manager -
- Corporate Communications – Events Support / Advertising
- Finance – Budgeting for festival
- Markham Theatre – Main Stage Entertainment and Support
- Recreation – Provide support with festival history
- Sponsorship Volunteer
- Members from the Volunteer and Operations Committee (3)

**2. Volunteer Committee**

- Chair – Pat Lee
- Comprised of community volunteer members (9)
- Responsible for 600 volunteers, volunteer schedule, food for volunteers, managing supplies, assigning roles and responsibilities and the operations of the festival

**3. Operations Committee**

- Chair – Karyn Lau
- Comprised of community volunteer members (10)
- Responsible for festival layout, setup of festival, meeting all vendor and sponsor requirements (electricity, water, tables, chairs, etc.), festival take-down, parking, logistics

**OPTIONS/ DISCUSSION:**

**2012 Option**

The Milliken Children's Festival structure should continue with three committees with the following change.

- Program Committee be renamed to the Children's Festival Advisory Committee, and
- The Children's Festival Advisory Committee become a Committee of Council, proceedings of which will be governed under the Town's By-law 2001 – 1, a by-law to govern the proceedings of Council and Committees of Council, and
- The current Volunteer and Operations committee's should be subcommittee's of the Children's Festival Advisory Committee

- The current Volunteer and Operations committee chairs plus the one representative are appointed to the Advisory committee.

### **Terms of Reference**

The following is the proposed Terms of Reference for the Children's Festival Advisory Committee.

#### **Mandate**

The committee is responsible for planning and execution of the annual Children's Festival

#### **Composition**

The Advisory Committee shall be comprised of between nine (9) and twenty (20) members, at least one (1) of whom shall be a Member of Council. The Members appointed to the advisory committee shall include:

- One (1) representative from the Lead Sponsor plus and alternate,
- Five (5) representatives from Sub committees Volunteer Chair plus one; Operations Chair plus one, Sponsorship;

#### **Term of Office**

Staggered terms of office of 1, 2, and 3 years in duration

#### **Remuneration**

None

#### **Qualifications**

Experience in event planning is an asset.

#### **Frequency of Meetings**

Once a month from January to June; two meetings in July and on an 'as needed' basis leading up to the Festival held the first Saturday in September following Labour Day.

### **HUMAN RESOURCES CONSIDERATIONS**

Not applicable.

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**ALIGNMENT WITH STRATEGIC PRIORITIES:**

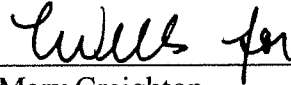
Not applicable.

**BUSINESS UNITS CONSULTED AND AFFECTED:**

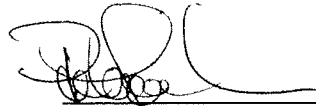
Not applicable.

**RECOMMENDED**

**BY:**



Mary Creighton  
Director of Recreation Services



Brenda Librecz  
Commissioner of Community  
& Fire Services

**ATTACHMENTS:**

None