



DOORS OPEN MARKHAM ORGANIZING COMMITTEE

**Virtual Meeting
March 26, 2025
6:30 PM
Minutes**

Attendance

<p><u>Present</u> Yuning Chen Andrew Fuyarchuk Teresa Kwoon Agatha McPhee Sheila Zahraei Councillor Reid McAlpine</p> <p><u>Staff</u> Regan Hutcheson, Manager, Heritage Planning David Shum, Sr. Advisor, Communications & Media Relations, Corporate Communications Renee Zhang, Manager, Corporate & Community Events Bev Shugg Barbeito, Committee Coordinator</p>	<p><u>Regrets</u> Richard Huang Bowie Leung Yat Chi Ling Kenneth Ng Ken Steinberg Dominica Tang Tejinder Sidhu (Heritage Markham Committee) Regional Councillor Alan Ho</p>
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1. CALL TO ORDER

The Doors Open Markham Committee convened at 6:34 PM with Agatha McPhee serving as Chair.

2. CHANGES OR ADDITIONS TO THE AGENDA

The agenda was accepted as distributed.

3. ADOPTION OF THE MINUTES OF THE DOORS OPEN MARKHAM 2025 ORGANIZING COMMITTEE MEETING HELD ON FEBRUARY 26, 2025

It was noted that the surname of Teresa Kwoon had been misspelled.

It was

Moved by Agatha McPhee
Seconded by Andrew Fuyarchuk

That the minutes of the Doors Open Markham 2025 Organizing Committee meeting held on February 26, 2025, be adopted with the correction noted above.

CARRIED

4. MATTERS ARISING FROM THE MINUTES

Welcome New Members

New Committee and staff members were welcomed to the committee and introductions of all members took place.

Confirmation of Budget

Renee Zhang confirmed that the budget amount has been set at \$7500.00. She presented a draft budget based on actual 2024 expenses plus a 10% increase. The budget includes the cost of registering with the provincial Doors Open organization.

Following Committee discussion, the following additions were made to the draft budget:

- \$500 for t-shirts for volunteers
- \$500 for decals for volunteers or as a giveaway for attendees
- \$200 for display-making supplies

Including these additions, the draft budget provides for a surplus of \$1,282.00. Please see Appendix A.

It was

Moved by Agatha McPhee
Seconded by Sheila Zahraei

That the draft budget of the Doors Open Markham 2025 Organizing Committee be accepted with the additions noted above, resulting in a surplus of \$1,282.00.

CARRIED

Renee Zhang will confirm with Regional Councillor Ho whether he is able to once again provide the t-shirts for volunteers.

5. PLANNING FOR 2025 DOORS OPEN MARKHAM EVENT

(a) **Sites** – Regan Hutcheson reviewed the list of proposed sites and each site’s current status e.g. whether the site has been contacted, has confirmed, is interested, or not willing. He advised that 10 event sites have been confirmed, and another confirmation is pending. He noted that:

- the York Region District School Board’s Museum and Archives staff at Brown's Corner Schoolhouse will answer questions, guide visitors, and provide interactive programming.
- The Hagerman Schoolhouse in Hagerman's Corners is now The School, a fine dining restaurant; it would not be a site where participants would tour inside, but it might be willing to either be a sponsor because it was a schoolhouse or, if the Committee were to reach out to them, they might agree to provide a set prix fixe luncheon menu that might encourage people to eat lunch and learn about the old school house. Kenneth Ng had volunteered to contact The School about this idea.
- Markham Museum is now willing to participate but only the schoolhouse at the front of the Museum property (not the entire museum). A written history of the building will be used for a brochure to be handed out to attendees. Regan Hutcheson has scheduled a follow up meeting with Museum staff.
- The Heritage Markham 50th Anniversary display will either be displayed at the Unionville train station or the Markham Village train station. It is also hoped to have a display at the Fire Station on Main Street about the Clayton Schoolhouse, which was recently lost to fire.
- At Heinzman House - a display on former Thornhill schools will be prepared to be put on display in the Heinzman House ballroom. There will also be guided tours and a brochure handout.

Following discussion, the Committee agreed on presenting twelve event sites, including the Varley Art Gallery. Regan Hutcheson will prepare a chart showing which event sites need volunteers, to provide an idea of what type of volunteer base is needed. It was noted that if there is no programming, then often the visitor experience is through interaction with the volunteers at the event site. The volunteer learns about the history of the site, so they become interpreters of the site. If the Committee works with the volunteers, they can help enliven the site by just talking to people about what used to happen there.

Please see Appendix B for the list of proposed sites and their status.

Regan Hutcheson advised that it is a requirement for the Committee to upload information about three sites to the Doors Open Ontario provincial website by March 31st. He recommended uploading information about the Buttonville Schoolhouse and the York University building. Regan Hutcheson and David Shum will select one other site. That will activate the Markham Event on the Doors Open Ontario platform and allow people to see the first three offerings from the City of Markham.

ACTION: Kenneth Ng to follow up with The School (restaurant) about any interest it might have in participating in the event.

ACTION: Regan Hutcheson to follow up with the Varley Art Gallery regarding their willingness to participate in the event.

ACTION: Regan Hutcheson to summarize need for volunteers based on feedback from sites/ Registration Forms.

ACTION: Regan Hutcheson and David Shum to select third site and upload materials about three sites to the provincial Doors Open platform.

(b) Displays and Activities

Regan Hutcheson advised that, to help animate the event sites, Markham Heritage staff will create displays using archival pictures. Heritage sites will also have a one-page handout which provides info on the site .

(c) Marketing

David Shum observed that the objective of the communications plan is to bring awareness and drive attendance to the Doors Open Markham 2025 event. It is generally felt that one month before the start of an event is enough time to promote the event. Corporate Communications will send out a media release to notify the media about the Doors Open Markham event.

Other communications support will include:

- Councillor newsletters and social media amplification, i.e. sharing Doors Open Markham information with the Local Councillors, Regional Councillors, Mayor and executive leadership team so they can share it with their constituents
- on hold messaging at the Markham Contact Centre - a short twenty second message about Doors Open Markham.
- e-blasts with Markham's Recreation Department and the Markham Public Library, both are very good helping to share information about events.
- Markham Now blog, an electronic monthly newsletter from the City of Markham, used to help promote upcoming events.
- paid social media.
- digital signs and electronic information boards, located in community centres and City facilities
- the RCC digital media signs above overpasses at multiple locations throughout the city and on Highway 407.

Renee Zhang informed the Committee about a new City initiative: a week of events to welcome new immigrants and introduce different activities for them; this year, the week is September 12th to 21st. The Doors Open Markham event falls during that week. Because of the overlap of the new initiative with the Doors

Open Markham event, the Committee agreed to add a tagline to communication pieces to introduce the Doors Open Markham event to the new immigrants.

Event Day Signage: It was noted that there should be signs in storage available to be re-used; however, the Committee will need to ensure that the provincial Doors Open organization has not changed sponsorships because the signage provided does include a sponsor.

ACTION: Regan Hutcheson to confirm with Doors Open Ontario if last year's signage is still usable and the deadline for ordering additional signs.

In response to questions, David Shum advised that Corporate Communications does not usually reach out to the school boards but could ask if they could promote the Doors Open Markham event in their newsletter or within their schools, given the event's education related theme. It was also noted that the York Region District School Board's Museum and Archives facility sends notices to every school in York Region to advertise its services. There are two programs: one for high school students to learn what it was like to go to high school in the 1920s and one for younger children to learn what it's like to go to public school in 1890. David Shum and Regan Hutcheson will discuss with those in charge of the Museum/Archives about the possibility of them sending an e-blast to schools about the Doors Open Markham event.

ACTION: David Shum to contact School Board regarding promoting the event given this year's theme. David Shum and Regan Hutcheson to reach out to the School Board Museum/Archives staff.

(d) City Website

In terms of communication support, Corporate Communications will update information on the City website Markham.ca. Last year, the event also had a Your Voice Markham page. Your Voice Markham is the City's platform where residents answer surveys and provide feedback on projects. With Doors Open Markham, the Committee is providing information, not asking for feedback, so the information will be provided on the Markham.ca page.

ACTION: Corpore Communications to update the City's website with available information to date on Doors Open Markham 2025.

(e) Volunteer recruitment

It was reported that the Committee is able to recruit volunteers from both the Markham volunteer platform as well as from the community, e. g. Heintzman House staff or Markham Village Conservancy members. Regan Hutcheson will ask Heritage Markham Committee members if they would like to volunteer. It was noted that City of Markham staff and high school students may also wish to volunteer. Andrew

Fuyarchuk and Ken Steinberg will serve as volunteer coordinators; Regan Hutcheson will connect with City staff who wish to volunteer, and Renee Zhang's team will assist with Markham's volunteer platform.

ACTION: Regan Hutcheson to contact Heritage Markham members and planning staff regarding volunteering.

(f) Sponsorships

It was noted that one reason the Committee might want to recruit sponsorships is to increase funds available for the event. It was also noted that, with the current economy, it has been challenging to recruit sponsors. With a projected surplus, the Committee discussed whether sponsorships were necessary and whether to seek sponsorships from companies which could provide programming to animate the event sites; it was agreed to continue the discussion at the next meeting.

6. NEW BUSINESS

None was identified.

7. OTHER BUSINESS

None was identified.

8. NEXT MEETING

The next meeting is scheduled for Wednesday, April 23, 2025, at 6:30 p.m., via Zoom.

9. ADJOURNMENT

The Doors Open Markham 2025 Organizing Committee adjourned at 8:10 PM.

APPENDIX A
DRAFT BUDGET
Approved March 26, 2025

Markham's Doors Open Event - (GL 32 2240043)

Updated on March 26, 2025

Item	Key Contact	Confirmed	2024 Approved Budget	2024 Actuals		2025 Budget V1
				Actuals	Variance to Budget	
REVENUE						
Sponsorships						
Subtotal Sponsorships			-	-	-	-
Grants						
City of Markham Grant	Renee Zhang	Yes	7,500	7,500	-	7,500
Subtotal Grants			7,500	7,500	-	7,500
TOTAL REVENUE			7,500	7,500	-	7,500
EXPENSES						
MARKETING/COMMUNICATION						
Media						
Subtotal Media			-	-	-	-
Brochure						
Print or Digital (TBD)	David Shum/Kenneth Ng		1,482	259	1,223	285
Subtotal Brochure			-	-	-	-
Marketing						
Subtotal Marketing			3,580	3,193	387	4,012
EVENT REGISTRATION						
Event Registration (Ontario Heritage Trust)	Regan Hutcheson	Yes	1,018	1,018	-	1,018
Subtotal Event Registration			1,018	1,018	-	1,018
Miscellaneous Expenses						
Volunteer Orientation Meal	Renee Zhang		300	160	140	176
Water for volunteers on Day of event	Renee Zhang		100	57	43	62
Volunteer Tshirts	Regional Councillor Alan Ho		500	-	500	500
Contingency			200	-	200	250
Display Board (each site on Day of Event)	Regan Hutcheson		-	-	-	200
Subtotal Miscellaneous			1,100	217	883	1,188
TOTAL EXPENSES			5,698	4,427	1,271	6,218
Event - NET Surplus/(Deficit)			1,802	3,073	-	1,282
Balance Carry Forward			-	-	-	-
Total NET Surplus/ (Deficit)			1,802	3,073	-	1,282

APPENDIX B

LIST OF POTENTIAL EVENT SITES as of March 26, 2025

Site ID	Name (Historic)	Status
1	Brown's Corner School House YORK REGION DISTRICT SCHOOL BOARD	Confirmed
2	Cedar Grove School House CITY, Cedar Grove Community Centre	Confirmed
3	Box Grove School House CITY, Box Grove Community Centre	Verbally confirmed, awaiting completed application
4	Former Markham High School PRIVATE	Confirmed
5	Franklin Street Public School SCHOOL BOARD	
6	German Mills Schoolhouse (SS#2) CITY	Confirmed on condition that the Committee provides volunteers to staff this site
7	Mount Joy Public Schoolhouse (SS #16) CITY/MARKHAM MUSEUM	Confirmed (Schoolhouse only)
8	Colty Corners Schoolhouse (SS#11) (PRIVATE BUSINESS)	
9	Victoria Square Schoolhouse (SS #6) (PRIVATE BUSINESS)	
10	School Section #14 School (SS#14) (PLACE OF WORSHIP)	
11	Hagerman Schoolhouse (SS#18) (PRIVATE RESTAURANT)	
12	Mongolia Schoolhouse (SS#22) (PRIVATE HOME)	Not being pursued
13	Milnesville Schoolhouse (SS#19) (PRIVATE HOME)	Not being pursued
14	Jonathan Calvert House (Montessori School PRIVATE BUSINESS)	

15	Benjamin Marr House Cornell (Montessori School PRIVATE BUSINESS)	
16	Adam Clendenen House Cornell (Montessori School PRIVATE BUSINESS)	
17	Sinclair Hagerman House (Family Day Care PRIVATE BUSINESS)	
18	York University- Markham Campus Markham Centre YORK U	Confirmed
19	Bill Crothers Sport High School Markham Centre SCHOOL BOARD	Not being pursued
20	Unionville High School Unionville- Markham Centre School Board	Not being pursued
21	Unionville Historic Station CITY Community Centre	Confirmed
22	Markham Village Historic Station CITY, Community Centre/ GO Station	Confirmed
23	Heintzman House CITY	Confirmed
24	Markham Fire Station 97 CITY	Confirmed
25	Varley Art Gallery, CITY	To be Confirmed