



## DOORS OPEN MARKHAM ORGANIZING COMMITTEE

**Virtual Meeting**  
**July 23, 2025**  
**6:30 PM**  
**Minutes**

### Attendance

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

The Doors Open Markham 2025 Organizing Committee convened at 6:42 PM with Councillor Reid McAlpine 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 JUNE 25, 2025**

The minutes were accepted as distributed.

### **4. MATTERS ARISING FROM THE MINUTES**

- a) Follow up with The School (restaurant) – Regan Hutcheson reported that he had not heard if Kenneth Ng had made contact with The School. The Committee had previously agreed that all event sites needed to be confirmed by the July meeting, therefore the Committee agreed to proceed without adding The School to the list of participating event sites.
- b) Contact School Board regarding promoting the event given this year's theme – Vance Kornobis reported that no reply has yet been received from the York Catholic District School Board, so efforts will be focussed on the York Region District School Board (YRDSB). He advised that he has sent the Doors Open Markham poster for YRDSB review; once approved, it will be available for distribution to schools.
- c) Reach out to School Board Museum/Archives staff – Vance Kornobis reported that once the Doors Open Markham promotional framework has been approved, the Doors Open Markham event will be added to the Museum's official calendar, which schools reference when selecting content for their newsletters.
- d) Printing the passport – Vance Kornobis advised that Corporate Communications designers have incorporated the passport into the design of the Doors Open Markham brochure. Following Committee discussion, it was agreed to proceed with an increased printing order of 700 copies (from 500 copies last year), given that the number of event sites has increased from 12 to 14. It was noted that the printing expense is within the approved budget. Vance Kornobis and Renee Zhang will investigate options for procuring stamps, including a customized stamp, for stamping passports, and will provide an update at the next meeting.
- e) Stickers and decals - It was agreed to proceed only with the Doors Open Markham passport rather than also printing stickers and decals.
- f) Signage encouraging attendees to post their photos to social media platforms – Vance Kornobis reported that he had developed a double-sided location sign: on one side, the location name and a call to action about using the hashtag to submit photos; on the other side, a disclosure that event photography might be used for future marketing material. Two signs per location would cost \$386. There may be enough H-frames in storage so that they would not need to be purchased. It was agreed to print a generic Doors Open Markham sign, rather than a location specific sign, so the sign may be used at any location in the future. The printing cost can be accommodated within the existing budget.

Kenneth Ng joined the meeting at 6:55 pm and assumed the Chair.

- g) Re-confirm the participation of the thirteen sites for the Doors Open Markham event – Regan Hutcheson reported that he has contacted all event sites to re-confirm their

participation. He advised that the Box Grove Community Centre site has submitted its registration forms, and its site information has been uploaded to both the Markham and Provincial websites.

- h) Steelcase Art Projects – Dominica Tang reported that she had contacted the Curator of Steelcase Art Projects for information about how that organization might align with this year's event theme. She provided an overview of this artist community which provides educational programs, similar to ones provided by the Varley Art Gallery. The Curator advised that if Steelcase Art Projects were accepted as an event site for this year, it could offer an indoor gallery showcasing artwork by artist Peter Moon; two volunteers would be needed. If Steelcase Art Projects were to participate in 2026, they would be able to present a new exhibition and outdoor exhibit, and possibly have its artists open their studios to the public. The Committee agreed to not proceed with Steelcase Art Projects as an event site this year but to consider having an Arts in Markham theme in 2026 and including Steelcase Art Projects then.

**ACTION: Vance Kornobis to provide an update about the status of the Doors Open Markham promotional framework submitted to YRDSB for review and approval.**

**ACTION: Vance Kornobis to provide an update about the promotional framework submitted to School Board Museum/Archives staff for review and approval.**

**ACTION: Vance Kornobis and Renee Zhang to investigate options for procuring stamps, including a customized stamp, for stamping Doors Open Markham passports.**

## 5. PLANNING FOR 2025 DOORS OPEN MARKHAM EVENT

### (a) Budget

Renee Zhang reviewed the status of the budget: the budget allocation was \$7500, budgeted costs to date are \$6018, leaving a favourable balance of \$1482. Renee will follow up with Vance Kornobis about additional expenses and will update the budget.

Teresa Kwoon left the meeting at 7:00 pm.

### (b) Sites –

a. Requests from Other Sites to Participate – Regan Hutcheson reported that interest in participating in the Doors Open Markham event was expressed by two groups which have agreed to contact the Committee for consideration as event sites in 2026.

#### b. Identification of Site Coordinators

Regan Hutcheson reviewed the Site Leads identified for the Event Sites. He noted that there are still a few sites where no Site Lead has yet been identified. Information about Site Leads has been added to the list in Appendix A.

#### c. Volunteer requirements per site

Regan Hutcheson reported that he has contacted most event sites to re-confirm the number of volunteers that might be needed. The Committee discussed whether to assign a volunteer to an Event Site, even if the site had indicated it did not need or want a

volunteer, e.g. a volunteer may be needed to count attendees, answer questions, and stamp brochures.

Please see Appendix A for the list of proposed sites, their status, their need for volunteers, and the Site Leads, as of July 23, 2025.

Renee Zhang left the meeting at 7:15 pm.

**(c) Displays and Activities**

Regan Hutcheson advised that each site would have a one-page handout providing information about the site as well as some archival pictures. He is working with Markham Museum staff to choose historic photographs for displays to show school sites that either still exist or once existed. Some photo boards are being created for event sites such as the Cedar Grove School House, Box Grove School House, Heintzman House, and German Mills School House. A photo board of the old Unionville school will be displayed in the Varley Art Gallery.

**(d) Marketing**

Vance Kornobis reported that the marketing campaign will start on August 1st with the following social media activities:

- August 1<sup>st</sup> - Save the Date
- August 4<sup>th</sup> - a post identifying Volunteers Needed
- August 18<sup>th</sup> - a secondary push for Volunteers, if needed
- September 8<sup>th</sup> – a post promoting that Doors Open Markham will have new locations to explore or another volunteer call out, if needed
- September 15<sup>th</sup> - a reminder post that the Doors Open Markham event is coming soon
- September 20<sup>th</sup> – post that the Doors Open Markham event is today, and promoting the hashtag for photography etc.

If necessary, it would be possible to allocate funds to a paid social media campaign to increase the messaging.

In addition to social media, for a one-month period from August 20<sup>th</sup> to September 20<sup>th</sup>, the marketing campaign will include the following activities:

- Promotion messages on Markham’s digital information boards/TV screens in community centers, the Civic Center, any public-facing City of Markham building, as well as Highway 407 and RCC screens
- Use of mobile signs at a cost of \$200 per sign for a four-week campaign
- Depending on availability, promotion among City-wide initiatives on the homepage of the Markham website, in the Markham staff e-news, and the Markham Now public-facing newsletter
- a media release in September
- linking the Doors Open Markham with the Welcome Week initiative
- social media amplification through the Councillors’ newsletters and the Mayor's newsletter



Regan Hutcheson reported that a Heritage District newsletter, featuring an advertisement to Save the Date for the Doors Open Markham event including historic photos of two of the event sites, was distributed to approx. 1,200 properties in the four Heritage Conservation Districts.

Dominica Tang left the meeting at 7:30 pm.

(e) **Provincial Website**

Vance Kornobis reported that both the Doors Open Ontario and Doors Open Markham websites are fully up to date with information about the event sites. Information about volunteer recruitment will be added soon.

(f) **Volunteer recruitment**

Renee Zhang reported that the volunteer t-shirt has been sent for production, and the order should be ready soon. She also advised that Vance Kornobis and her team will work together to have the recruitment post published at the beginning of August and the call to action will be added on the Markham website. It is expected that, by the next meeting, they will be able to advise the Committee on the progress of the volunteer recruitment initiatives. Committee members discussed difficulties in recruiting volunteers and the possibility of creating a pool of volunteers; they will forward questions about Markham's recruitment process to Vance Kornobis, who will, in turn, liaise with Renee Zhang about them.

**ACTION: Vance Kornobis and Renee Zhang to advise on the progress of the volunteer recruitment initiatives.**

**6. NEW BUSINESS**

None was identified.

**7. OTHER BUSINESS**

None was identified.

**8. NEXT MEETING**

The next meeting is scheduled for Wednesday, August 27, 2025, at 6:30 p.m., via Zoom.

**9. ADJOURNMENT**

The Doors Open Markham 2025 Organizing Committee adjourned at 7:50 PM.

**APPENDIX A**

**LIST OF CONFIRMED EVENT SITES  
 as of  
 July 23, 2025**

<b>Site ID</b>	<b>Name (Historic)</b>	<b>Status</b>	<b>Volunteers Needed?</b>	<b>Site Lead</b>
1	<b>Brown's Corner School House</b> YORK REGION DISTRICT SCHOOL BOARD	Confirmed	Yes 2	Dominica Tang
2	<b>Cedar Grove School House</b> CITY, Cedar Grove Community Centre	Confirmed	Yes 2	Tejinder Sidhu
3	<b>Box Grove School House</b> CITY, Box Grove Community Centre	Confirmed	Yes 2-3	
4	Former <b>Markham High School</b> PRIVATE	Confirmed	To be confirmed	
5	<b>German Mills Schoolhouse (SS#2)</b> CITY	Confirmed on condition that the Committee provides volunteers to staff this site	Yes 2-3	Regan Hutcheson to confirm name
6	<b>Mount Joy Public Schoolhouse (SS #16)</b> CITY/MARKHAM MUSEUM	Confirmed (Schoolhouse only)	Yes 1 or 2	Regan Hutcheson
7	<b>York University- Markham Campus</b> Markham Centre YORK U	Confirmed	No	Agatha McPhee
8	<b>Unionville Historic Station</b> CITY Community Centre	Confirmed	Yes 2-3	Teresa Kwoon
9	<b>Heintzman House</b> CITY	Confirmed	Yes 2-3	Sheila Zahraei
10	<b>Markham Village Historic Station</b> CITY, Community Centre/ GO Station	Confirmed	Yes 2	Andrew Fuyarchuk
11	<b>Markham Fire Station 97</b> CITY	Confirmed	To be confirmed	Andrew Fuyarchuk
12	<b>Varley Art Gallery and McKay Art Gallery</b> CITY	Confirmed	To be confirmed	Councillor Reid McAlpine
13	<b>Unionville Curling Club</b>	Confirmed	To be confirmed	Councillor Reid McAlpine

Site ID	Name (Historic)	Status	Volunteers Needed?	Site Lead
14	<b>Franklin Street Public School</b> SCHOOL BOARD	Not being pursued	-	-
15	<b>Colty Corners Schoolhouse (SS#11)</b> (PRIVATE BUSINESS)	Not being pursued	-	-
16	<b>Victoria Square Schoolhouse (SS #6)</b> (PRIVATE BUSINESS)	Not being pursued	-	-
17	<b>School Section #14 School (SS#14)</b> (PLACE OF WORSHIP)	Not being pursued	-	-
18	<b>Hagerman Schoolhouse (SS#18)</b> (PRIVATE RESTAURANT)	Not being pursued		
19	<b>Mongolia Schoolhouse (SS#22)</b> (PRIVATE HOME)	Not being pursued	-	-
20	<b>Milnesville Schoolhouse (SS#19)</b> (PRIVATE HOME)	Not being pursued	-	-
21	<b>Jonathan Calvert House</b> (Montessori School PRIVATE BUSINESS)	Not being pursued	-	-
22	<b>Benjamin Marr House</b> Cornell (Montessori School PRIVATE BUSINESS)	Not being pursued	-	-
23	<b>Adam Clendenen House</b> Cornell (Montessori School PRIVATE BUSINESS)	Not being pursued	-	-
24	<b>Sinclair Hagerman House</b> (Family Day Care PRIVATE BUSINESS)	Not being pursued	-	-
25	<b>Bill Crothers Sport High School</b> Markham Centre SCHOOL BOARD	Not being pursued		-
26	<b>Unionville High School</b> Unionville- Markham Centre School Board	Not being pursued		-