



## 2018 MARKHAM CANADA DAY COMMITTEE

### MINUTES September 10, 2018 Meeting No. 9

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#### **Attendance**

##### **Members**

Teresa Ing  
Kash Khan  
Susan Li (SEAS)  
Sabrina Luong (SEAS)  
Aaron Madar

##### **Council**

Councillor Alex Chiu  
Councillor Amanda Collucci

##### **Staff**

Andrea Berry, Corporate Communications  
& Community Engagement  
Craig Breen, Operations  
Trinela Cane,  
Commissioner of Corporate Services  
Fion Lau, EA to Councillor Amanda Collucci  
Jay Pak, Financial Analyst  
Ragavan Paranthoathy, Corporate  
Communications  
Jing Yu, Corporate Communications  
Renee Zhang, EA to Councillor Alex Chiu  
Bev Shugg Barbeito, Committee Coordinator

##### **Regrets**

Allan Bell  
Perry Chan  
Kane Elliott  
Prem Kapur  
Raj Sethi  
Shelly Srivastav  
Haixian Wang  
Francis Yim (SEAS)  
Anastasia Averkov Corporate Communications  
Michael Blackburn, Corporate Communications  
Matt Busato, Operations  
Jason Britton, Working Supervisor, Operations  
Zack D'Sousa, Corporate Communications  
Morgan Jones, Operations  
Yvonne Lord Buckley, Corporate  
Communications  
Dean McDermid, Plant Operations  
David Plant, Manager, Operations  
Andrea Tang, Manager Financial Planning

The ninth meeting of the 2018 Markham Canada Day Committee convened at 5:35 p.m. with Councillor Amanda Collucci serving as Chair.

#### **1. WELCOME**

Councillor Amanda Collucci welcomed everyone to the meeting.

## **2. ADOPTION OF THE MINUTES OF THE MEETING HELD ON JUNE 25, 2018**

It was

Moved by            Sabrina Luong  
Seconded by        Aaron Madar

That the minutes of the 2018 Markham Canada Day Committee meeting held on June 25, 2018 be adopted as distributed.

CARRIED

## **3. PLANNING FOR CANADA DAY 2018**

### **a) Budget**

Jay Pak, Financial Analyst, distributed and reviewed the report entitled *Canada Day 2018 High Level Summary as of September 10, 2018*. He noted that there currently is a projected surplus, although some sponsorship funds still need to be confirmed. He commended everyone for keeping expenses within the budget.

### **b) Road Occupancy Approvals**

It was reported that road closures facilitated smooth transit movement and pedestrian access to and from Milne Park. Signage advising of road closures was posted in advance of Canada Day.

### **c) Security**

Councillor Amanda Collucci advised that the additional lighting, fencing and security measures were effective safety measures, but did create a budget pressure. It was suggested that the Committee formally ask Markham Council to review the budget for the Canada Day events. It was noted that York Region Police were very positive about the increased efforts and resources, including plans by Markham's Emergency Coordinator, devoted to increasing pedestrian safety and access for transit.

The Committee discussed the advantages and disadvantages of purchasing, rather than renting, the additional lighting and fencing. It was requested that Plant Operations staff review the details and bring a recommendation to the Committee.

Action: Plant Operations

### **d) Parade**

It was reported that this year the staging area was at the Centennial Community Centre because space at the Markville Mall parking lot was no longer available. Because the staging area was somewhat distant from the actual parade route, it was suggested that the Heritage Centre could be considered for future parades. It was reported that there were 45 participants in the parade. Everyone was mindful of the hot humid weather conditions and there were no problems related to the heat.

e) Corporate Communications and Community Engagement Proposal

Andrea Berry advised that the approved communications and social media plan worked well and a similar approach will be used next year. An emergency plan with appropriate messaging/safety tips for use before and during the Canada Day events was created and will be used again for future events.

f) Mayor's Seniors' Luncheon

Renee Zhang, EA to Councillor Alex Chiu, reported that 950 seniors attended the luncheon. She thanked the many volunteers for their help in making the luncheon run smoothly. It was noted that it was wise to have additional volunteers attend, in case police or fire services volunteers needed to leave to attend to an emergency. It was also noted that volunteers are needed to assist in cleaning up the venue.

Andrea Berry advised that attendees rated the luncheon highly; they liked the food and service. They also liked the entertainment and for future luncheons, would like more entertainment with fewer speeches. It was noted that registrations for the luncheon fill up quickly.

Suggestions for next year included:

- Have some volunteers on hand early at Le Parc to be with seniors who arrive early for the luncheon;
- Schedule the speeches before the food is served;
- Have volunteers monitor the coffee and tea until it's time for them to be served, so that attendees don't serve themselves.
- It was advised that the members of the Seniors Advisory Committee wanted to be thanked and members of the Seniors' Hall of Fame wanted the video showed; Corporate Communications will note these requests and add them to next year's luncheon agenda.

Action: Corporate Communications

g) Transit Arrangements

It was reported that buses arrived earlier than expected so this will be discussed with York Region Transit for next year. The Centennial Community Centre served well as an embarkation point. The Committee discussed the possibility of a shuttle bus type service but agreed to maintain the service as is.

h) Food Vendors

Jing Yu, Corporate Communications, reported that there were 20 confirmed food vendors, with revenue increased to \$7,000. The layout worked well and Plant Operations marked vendors' names on each spot so that vendors could find their spot easily.

i) Children's Activities

Fion Lau, EA to Councillor Amanda Collucci, reported that the children's activities ran smoothly but because of the high heat, not as many children attended as in previous years. This did give an opportunity for the artists to take more time with each of the children. The use of children's wristbands was well received. It was suggested that inflatables be considered for next year, depending on the cost.

j) Stage & Sound

Jing Yu reported for Perry Chan and Yvonne Lord Buckley that the entertainment lineup was well received. Costs decreased this year because the decision was made to not rent the LED screen.

k) Fireworks

It was reported that the fireworks were well received but it was thought that there might have been more variety in the presentation. It was noted that, because of the heat and the extremely dry conditions, there was concern that the fireworks could start a fire. The Committee discussed the possibility of stationing a fire truck at Milne Park to be on hand in case of fire. It was requested that Plant Operations staff review the details and bring a recommendation to the Committee.  
Action: Plant Operations

l) Entertainment

Jing Yu reported for Perry Chan and Yvonne Lord Buckley that the entertainment lineup was well received; the headliner was dynamic and created a lot of “buzz”. Many people attended as a result of the social media communications by Corporate Communications. Costs were under budget; the Star Search performers and youth groups performed free of charge.

m) Volunteers

Sabrina Luong, SEAS Centre, advised that the volunteers worked well. She recommended that next year the volunteers be scheduled for the entire day, and receive t-shirts again. Corporate Communications will arrange for letters of appreciation from the Mayor.  
Action: Corporate Communications

n) Sponsorship

It was reported that Councillor Jim Jones was most helpful in arranging some last minute sponsorships. Councillor Amanda Collucci will thank Councillor Jones on behalf of the Committee. It was suggested that seniors’ homes, health care firms, and Shopper’s Drug Mart be approached to sponsor the Mayor’s Seniors’ Luncheon in the future. Consolidated sponsorship packages for all Markham festivals and events will be prepared and distributed in the next few weeks so that organizations can consider sponsorship in their budgeting plans.

o) Signage

It was suggested that there be signs showing the bus schedule between the Centennial Community Centre and Milne Park, the entertainment schedule at Milne Park, and the Parade lineup.

p) Parking

It was reported that the parking plans ran smoothly.

q) Citizenship Court

It was reported that the Citizenship ceremony was very moving. Plans for next year will include having the Mayor pose for pictures with the new Canadians after the ceremony.

**4. OTHER BUSINESS**

None was identified.

**5. NEXT MEETING**

The next meeting will be held at the end of January 2019. It is hoped that work can begin before that meeting to confirm plans for the luncheon, the headliner and food vendors.

**6. ADJOURNMENT**

It was

Moved by	Teresa Ing
Seconded by	Aaron Madar

That the ninth meeting of the 2018 Markham Canada Day Committee adjourn at 7:05 PM.

CARRIED