



## 2019 MARKHAM CANADA DAY COMMITTEE

### MINUTES April 17, 2019 Meeting No. 2

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#### **Attendance**

##### **Members**

Allan Bell  
Perry Chan  
John Chin  
Edward Chiu  
Zulaika Hoosainny  
Teresa Ing  
Prem Kapur  
Sabrina Luong (SEAS)  
Saadia Zakki

##### **Council**

Councillor Amanda Collucci

##### **Staff**

Andrea Berry, Corporate Communications  
& Community Engagement  
Michael Blackburn, Corporate Communications  
Craig Breen, Operations  
Trinela Cane,  
Commissioner of Corporate Services  
Fion Lau, EA to Councillor Amanda Collucci  
Yvonne Lord Buckley, Corporate  
Communications  
Jay Pak, Financial Analyst  
Maxine Roy, Corporate Communications  
Jing Yu, Corporate Communications  
Renee Zhang, Special Events  
Bev Shugg Barbeito, Committee Coordinator

##### **Guests**

YRP PC Karen Chen  
YRP PC Niko Dimitrakopoulos  
YRP PC Jin Park

##### **Regrets**

Kane Elliott  
Kash Khan  
Susan Li (SEAS)  
Aaron Madar  
Francis Yim (SEAS)  
Matt Busato, Operations  
Jason Britton, Working Supervisor, Operations  
Morgan Jones, Operations  
Dean McDermid, Plant Operations  
David Plant, Manager, Operations  
Andrea Tang, Manager Financial Planning

The second meeting of the 2019 Markham Canada Day Committee convened at 5:36 p.m. with Councillor Amanda Collucci serving as Chair.

**1. WELCOME**

Councillor Amanda Collucci welcomed everyone to the meeting and introductions of all members were made.

**2. ADOPTION OF THE MINUTES OF THE MEETINGS HELD ON SEPTEMBER 10, 2018 AND ON FEBRUARY 26, 2019**

It was

Moved by           Sabrina Luong  
Seconded by       Teresa Ing

That the minutes of the 2018 Markham Canada Day Committee meeting held on September 10, 2018 and the minutes of the 2019 Markham Canada Day Committee meeting held on February 26, 2019 be adopted as distributed.

CARRIED

**3. PLANNING FOR CANADA DAY 2019**

a) Budget

Jay Pak, Financial Analyst, distributed and reviewed the report entitled *Canada Day 2018 Preliminary Results as of April 17, 2019*. He noted that the Canada Day 2018 budget had started with a deficit, but that through the diligent efforts of Committee members, savings were found and there is now an accumulated surplus for Canada Day 2019 events. The 2018 Actual Expenses will serve as the Canada Day 2019 base budget; Committee members were asked to advise him if changes could be expected.

Trinela Cane, Commissioner of Corporate Services, advised that the Heritage Grant of \$32,000 had been received.

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. YRP noted that if the routes were similar to last year, the number of paid duty officers would remain the same.

John Chin advised that he is part of Scouts Canada First Aid division where youth are provided opportunities to learn first aid, explore emergency services occupations, and employ their first aid skills at community and scouting events. The youth are trained to provide first aid and can handle most situations until paramedics arrive. He will speak with youth about the opportunity to provide first aid services on Canada Day, obtain their commitment that they'll attend that day, and then advise Yvonne Lord Buckley. This innovative approach was applauded, noting that it is beneficial for youth as well as for Markham. This service would be integrated into Canada Day emergency plans. It was noted that EMS will also attend the Canada Day events to provide emergency services.

c) Security

It was reported that quotes are being obtained for the additional lighting, fencing and security. 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.

d) Parade

Yvonne Lord Buckley confirmed that the staging area will be at the Centennial Community Centre because space at the Markville Mall parking lot is no longer available. Staging will begin at 2:30 pm and the parade will start at 4:00 pm. Roads will be closed from 3:00 – 5:00 pm.

It was reported that there are already six participants confirmed for the parade. Staff will follow up with participants from previous years. The parade is being promoted on social media; applications are being accepted until May 15, but this date may be extended to June 1 if necessary. It was noted that YRP would appreciate having a list of parade participants.

Action: Yvonne Lord Buckley

YRP asked about the possibility of implementing a City by-law to prohibit cars from stopping on Highway 7 to watch the fireworks. Staff will investigate this possibility.

Action: Trinela Cane

The Committee considered the possibility of incorporating Markham's 225<sup>th</sup> birthday into the theme for Canada Day events, including inviting the Markham Museum to enter a parade float and possibly decorating Council's float parade to celebrate Markham's birthday. Andrea Berry reported that Corporate Communications is creating a themed logo and suggested having a large picture of a Berczy settler or something similar that Milne Park attendees could pose with.

e) Corporate Communications and Community Engagement Proposal

Andrea Berry advised that the communications and social media plan is underway, the Markham web site has new branding, there are exciting opportunities to use video footage taken last year, and the School of Rock has been recruited to provide entertainment.

It was reported that the Mayor's Press Conference is scheduled for June 18, 2019 at 10:00 am in the Great Hall. The School of Rock will provide videos for this event.

f) Mayor's Seniors' Luncheon

Yvonne Lord Buckley reported that Le Parc, the venue for the luncheon, has been confirmed. Approximately 950 seniors and volunteers attend the luncheon. It was noted that registrations for the luncheon fill up quickly.

Allan Bell serves as emcee for the luncheon. Andrea Berry will discuss entertainment options with members of two seniors' committees. It was noted that the Canada Day Committee would need to move quickly to reserve a group to entertain at the luncheon.

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. Trinela Cane reported that, in the past, many Markham staff volunteer and she has already emailed a request for volunteers this year.

Saadia Zakki agreed to assist in coordinating the luncheon arrangements.

g) Transit Arrangements

Yvonne Lord Buckley advised that meetings will be held soon to discuss and plan the transit arrangements.

h) Food Vendors

Jing Yu, Corporate Communications, reported that there are seven confirmed and paid food vendors, and others are interested in participating. Cost is \$400 per vendor because each vendor gets a spot offering good exposure.

Jing Yu reported that ten tents would need to be rented from Gervais Party and Tent Rentals at the same price as last year.

It was

Moved by	Prem Kapur
Seconded by	Saadia Zakki

To approve the expense of renting tents from Gervais Party and Tent Rentals.

CARRIED

i) Children's Activities

Fion Lau, EA to Councillor Amanda Collucci, reported that plans for the children's activities are in progress and many activities will be returning again in 2019. Prem Kapur will continue to assist in coordinating the children's activities.

j) Stage & Sound

Perry Chan reported that the stage has been reserved. However, the stage will be used for the Asian Festival immediately before Canada Day and therefore will not be delivered to Milne Park until 11 pm on June 30. This will require set-up overnight on June 30 and all appropriate inspections to be scheduled for early in the day on July 1, 2019. Perry Chan noted it will be important to have the banners ready on June 29. He will develop a schedule of required activities and send it to the Committee Chair. He will work to keep costs the same as last year.

k) Fireworks

It was reported that planning for the fireworks is underway. It was noted that this is the last year of the current contract.

l) Entertainment

It was reported that local adult and youth bands, School of Rock, will provide five different sets of entertainment between 6 pm and midnight. The Chair expects to receive the contract soon. Doo Doo the Clown has been confirmed but other afternoon entertainment needs to be reserved. Fireworks will occur at 10 pm.

m) Volunteers

Sabrina Luong, SEAS Centre, reported that SEAS Centre would need to know by June 6 how many volunteers would be needed for each activity and what the duties would be.

n) Sponsorship

Jay Pak advised that if 2019 expenses stayed the same as in 2018, then the sponsorship target could be decreased. It was reported that Bell has committed to the Stage sponsorship @\$10,000, JD Developments @\$3,000, and several other companies have expressed interest in various sponsorship levels. Corporate Communications hopes to finalize many sponsorships this month.

o) Signage

Many signs, including those prohibiting the use of illegal substances, were created last year and can be used again in 2019. Corporate Communications will work with Craig Breen to produce all required signs.

p) Parking

It was reported that the parking plans ran smoothly and will be used again this year.

q) Citizenship Court

It was reported that the Corporate Communications coordinates the arrangements in conjunction with the Clerk's Office.

**4. OTHER BUSINESS**

None was identified.

**5. NEXT MEETING**

The next meeting will be held at the call of the Chair.

**6. ADJOURNMENT**

It was

Moved by           Zulaika Hoosainny  
Seconded by       Saadia Zakki

That the second meeting of the 2019 Markham Canada Day Committee adjourn at 7:00 PM.

CARRIED