



MINUTES

MARKHAM SANTA CLAUS PARADE COMMITTEE
ROTARY CLUBS OF MARKHAM
Ontario Room, Markham Civic Centre
November 1, 2018

Attendance

Jim Sandiford, Rotary Club of Markham Sunrise Inc. - Chair
Joel Lustig, Treasurer
Yvonne Lord-Buckley, Supervisor Corporate Community Events
Craig Breen, Supervisor, Roads Operations
Heather Hogan, Marketing & Communications Coordinator
Andrea Berry, Senior Manager, Corporate Communications & Community Engagement
Laura Gold, Council Committee Coordinator

Regrets

Councillor Alan Ho
Councillor Colin Campbell
Andy Taylor, Chief Administrative Officer
Peter Still
Nikolas Dimitrakopoulos, York Regional Police
Cathy Molloy, Manager, Museum
Eric Lizotte, Manager, Corporate Security
Susan Peterson

The meeting convened at 4:01 PM with Jim Sandiford in the Chair.

1. MINUTES OF THE OCTOBER 4, 2018 SANTA CLAUS PARADE COMMITTEE MEETING

The Committee approved the October 4, 2018 Santa Claus Parade Committee Minutes as presented.

2. 2018 THEME

The theme was confirmed as "Peace on Earth."

4. UPDATE OF PARADE AND PARADE FLOAT SET UP

Staff were asked to provide Joel Lustig with the number of vehicles required for the parade (one or two).

The Committee agreed to build a story on Facebook leading up to the event and during the event rather than paying for the live broadcast of the parade on Facebook. It was noted that short live clips of the parade can still be posted on Facebook during the parade using hotspots.

Jim Sandiford advised that the paperwork for the City floats still needs to be submitted.

Staff will help with set-up of the float on the Friday prior to the parade at 12:00 pm. The applicable staff were also requested to meet Jim Sandiford at 8:00 am on the day of the parade in front of the trailer.

Staff were hoping on using crew trucks from contractors instead of blocker truck to block off the area to mitigate some of the cost with achieving the same outcome.

5. GRAND MARSHALL

The City agreed to supply the banner for the Santa Claus Parade.

6. SANTA CLAUS FLOAT

Member of Council will be picked-up and taken to the parade. The last pick-up will be at 10:05 am. A list of Councillors attending the event is required. Heather Hogan will arrange with the Mayor's Office for an invite with the parade details to be sent out to the Councillors.

It was noted that a ladder or bench is needed to help the Councillors get on and off the float.

6. SPONSORSHIPS

No update was provided on this item.

7. TRAFFIC PLAN

There will be a hard road closure of 16th Avenue at 10:30 am.

A notice will be placed in the paper regarding the road closure. Signs will also be posted on the perimeter of the parade. Staff did not want to do rolling road closures this year.

8. OTHER BUSINESS

There was no other business.

ADJOURNMENT

The meeting adjourned at 4:40 pm.