



2019 MARKHAM CANADA DAY CELEBRATION ORGANIZING COMMITTEE

MINUTES June 26, 2019 Meeting No. 5

Attendance

Members

Satya Arora
Perry Chan
John Chan
John Chin (Scouts Canada)
Edward Chiu
Zulaika Hoosainny
Teresa Ing
Sabrina Luong (SEAS)
Saadia Zakki

Council

Councillor Amanda Collucci

Staff

Andrea Berry, Corporate Communications
Michael Blackburn, Corporate Communications
Craig Breen, Operations
Trinela Cane, Commissioner of
Corporate Services
Rebecca Cotter, Corporate Communications
Fion Lau, EA to Councillor Amanda Collucci
Tasha Manesh, EA to Councillor Khalid Usman
Jay Pak, Financial Analyst
Ragavan Paranthoathy,
Corporate Communications
Maxine Roy, Corporate Communications
Jing Yu, Corporate Communications
Renee Zhang, Special Events
Bev Shugg Barbeito, Committee Coordinator

Guests

YRP PC Karen Chen

Regrets

Allan Bell
Kane Elliott
Prem Kapur
Kash Khan
Susan Li (SEAS)
Aaron Madar
Francis Yim (SEAS)
Councillor Khalid Usman
YRP PC Niko Dimitrakopoulos
YRP PC Jin Park
Matt Busato, Operations
Jason Britton, Working Supervisor, Operations
Morgan Jones, Operations
Dean McDermid, Plant Operations
Yvonne Lord Buckley, Corporate Communications
David Plant, Manager, Operations
Andrea Tang, Manager Financial Planning

The fifth meeting of the 2019 Markham Canada Day Celebration Organizing Committee convened at 6:05 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 11, 2019

It was

Moved by Sabrina Luong
Seconded by Saadia Zakki

That the minutes of the 2019 Markham Canada Day Celebration Organizing Committee meeting held on June 11, 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 2019 Preliminary Results as of June 26, 2019*. He reviewed the report, advising that staff have been providing updates on 2019 expenses to date. It was 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 was an accumulated surplus for Canada Day 2019 events. Through the combination of increased sponsorships and savings, there is potential for an accumulated surplus of approximately \$25,000 in 2019.

b) Road Occupancy Approvals

Craig Breen reported that plans have been finalized.

c) First Aid

John Chin reported that Scouts Canada will provide six members to provide first aid from 8:00 a.m. to midnight on Canada Day. He requested an updated timetable of the day's events and a map of Milne Park; Rebeca Cotter will send them to John Chan.

d) Security

It was reported that lighting and fencing plans have been finalized.

e) Parade

Ragavan Paranchothy, Corporate Communications, reported for Yvonne Lord Buckley that there are currently 33 groups/499 people confirmed as participants for the parade. Staff will ensure that no canvassers hand out printed materials to the crowd along the parade route. Committee members were reminded that they would be provided a lanyard with contact numbers to call for assistance to handle a difficult situation.

f) Corporate Communications and Community Engagement Proposal

Michael Blackburn, Corporate Communications, distributed large site maps of Milne Park. The communications and social media plan, and general promotions such as mobile signs and posters, have been in effect since June 12. Communications worked closely with Special Events to create a promotional video which already has been shared over 70 times. It was recommended that Committee members share or tweet information about Canada Day events with their contacts. Attendees at Canada Day events will be encouraged upload pictures of the events in order to win prizes.

g) Mayor's Seniors' Luncheon

Renee Zhang reported that 860 seniors are registered for the luncheon. It is expected that costs will be within budget. Le Parc will provide a different meal for 110 volunteers. An orientation has been held for Markham staff members who have volunteered to serve at the luncheon; their feedback will be used to enhance the orientation for other volunteers.

h) Transit Arrangements

Teresa Ing distributed and reviewed a chart indicating the pick-up locations and the number of seniors and volunteers to be picked up there, with a comparison to the numbers for 2018. Aaniin Community Centre was added as a pick-up location this year; next year, the Committee may wish to consider adding a pick-up location in north east Markham.

Ragavan Paranchothy reported for Yvonne Lord Buckley that the transit arrangements from Centennial Community Centre to Milne Park will remain the same as last year.

i) Food Vendors

Jing Yu, Corporate Communications, distributed and reviewed a map showing the layout of the food vendors at Milne Park. She reported that there are 18 confirmed and paid food vendors. The paid vendors are offering a variety of food such as ice cream, BBQ, Japanese, South Asian, Juice/Bubble Tea, and Hot Dogs. As part of its sponsorship agreement, Honda has positioned a number of model cars at Milne Park so that attendees may pose with them.

j) Children's Activities

Fion Lau reported that plans for the activities are in place. Food vouchers @ \$7.00 will be purchased to provide a sandwich wrap and drink for volunteers; the purchase of 110 food vouchers has already been approved but there may be a need for up to 20 more vouchers.

It was

Moved by Saadia Zakki
Seconded by Teresa Ing

That approval be granted for the purchase of 20 additional food vouchers @ \$7.00 each.

CARRIED

k) Stage & Sound

Perry Chan reported that plans are on schedule and that the City permit has been issued. He reminded Committee members that the stage will be used for the Asian Festival immediately prior to 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, all appropriate inspections to be scheduled for early in the day on July 1, 2019, and the sound check for School of Rock scheduled for 1 pm. The banners are ready to be delivered to Milne Park for installation. Perry Chan noted that it will be important for all involved in the set up to adhere to the schedule to ensure everything is ready for the Canada Day entertainment.

The Mayor's Office invites the VIPs; Jing Yu can plan the seating on stage and if additional name plates are required, Michael Blackburn will print and bring them to Milne Park.

l) Fireworks

It was reported that the City permit has been issued for the fireworks display at Milne Park.

m) Entertainment

It was reported that the City has finalized the agreement with the School of Rock; Michael Blackburn will follow up with School of Rock regarding requests contained in the agreement rider and will advise Perry Chan.

n) Volunteers

Sabrina Luong, SEAS Centre, reported that 56 volunteers will be available; she will send the names of the various teams to Jing Yu. She will also send all names to Councillor Collucci so that the volunteers may receive a letter of recognition from the city of Markham. T-shirts have been provided for volunteers.

o) Sponsorship

It was reported that total sponsorship revenue exceeded the 2019 target. Councillor Collucci thanked Councillor Usman and Michael Blackburn who have been most helpful in creating new relationships and securing sponsorships.

p) Signage

Many signs have been used again in 2019; only signs specific to this event, such as the entertainment line-up and recognizing a new stage sponsor, have been created.

q) Parking

It was reported that only food vendors, artists, Councillors, City staff and Committee members will be able to access parking at Milne Park. Roads around the park will be closed from 3:00 – 5:00 p.m. and again from 8:30 – 11:30 p.m.

r) Citizenship Court

It was reported that all arrangements are in place.

4. OTHER BUSINESS

- a) The Emergency Plan will be created in conjunction with Operations staff and YRP.

5. NEXT MEETING

The next meeting will be held at the call of the Co-chairs.

6. ADJOURNMENT

It was

Moved by Sabrina Luong
Seconded by Teresa Ing

That the fifth meeting of the 2019 Markham Canada Day Celebration Organizing Committee adjourn at 7:20 PM.

CARRIED