



**MINUTES**

**MARKHAM SANTA CLAUS PARADE COMMITTEE**  
**ROTARY CLUBS OF MARKHAM**  
**Council Chambers, Markham Civic Centre**  
**October 10, 2019**

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**Attendance**

Jim Sandiford, Rotary Club of Markham Sunrise Inc. - Chair  
Peter Still  
Susan Peterson  
Alice Lam, Senior Manager Roads, Survey & Utility  
Ron Roffey, Operations Working Supervisor  
Matthew Vetterre Manager, Budgeting, Financial Services  
Yvonne Lord-Buckley, Supervisor Corporate Community Events  
Emma Girard, Communications Advisor, Corporate Communications & Community Engagement  
Michael Freethy, Coordinator Corporate Communications & Community Engagement  
Hristina Giantsopoulos, Elections and Committee Coordinator

**Regrets**

Joel Lustig, Treasurer  
Andrea Berry, Senior Manager, Corporate Communications & Community Engagement  
Dennis King, Supervisor, Roads  
Nikolas Dimitrakopoulos, York Regional Police  
Cathy Molloy, Manager, Museum  
Eric Lizotte, Manager, Corporate Security  
Rebecca Cotter, Manager Communications Operations & Events  
Alida Tari, Manager, Access & Privacy

The meeting convened at 4:00 PM with Jim Sandiford in the Chair.

**1. MINUTES OF THE SEPTEMBER 12, 2019 MEETING**

Moved By: Jim Sandiford  
Seconded By: Susan Peterson

**That the September 12, 2019 Santa Claus Parade Committee meeting minutes be adopted.**

**Carried**

## **2. GRAND MARSHALL**

Jim Sandiford advised the Committee that the Grand Marshalls will be Lorne and Carol Smith. Mr. & Mrs. Smith will dress up as William and Jeanne-Charlotte Berczy to commemorate Markham's 225<sup>th</sup> birthday. Joel Lustig, will contact Lorne and Carol Smith regarding parade day logistics

## **3. TRAFFIC PLAN**

The Committee discussed details of the traffic plan and Alice Lam advised that the plan will be finalized after an October 24, 2019 Operations Meeting.

Ron Roffey shared a map of the parade route with the Committee that marked the hard and soft closures.

Alice Lam, advised that snow ploughs will not be used to facilitate the hard closures in case of a snow event and they are waiting for confirmation from York Region Transit on whether they can assist in this regard.

The Committee discussed notification letters to affected citizens and parade day transportation logistics. The following items were assigned:

- Rebecca Cottter will prepare a notification letter for affected residents and business regarding the parade and road closures.
- Emma Girard will prepare an email for the Mayor and Members of Council confirming pick-up and drop off details to and from the parade floats.
- Andrea Berry will be the driver of the Honda SUV and help with transportation details.

## **4. BANNERS**

Yvonne Lord-Buckley and Ron Roffey confirmed that the current Markham BIA banner will be used again this year and will coordinate the date change. It was confirmed that the same sign was used last year and that it does fit the new light posts along Markham Main Street.

Emma Girard advised she will coordinate the production of the new Grand Marshall Banner and will circulate the draft to the Committee for approval prior to final production.

## **5. SPONSORSHIPS**

The Committee discussed this year's total of \$12,500 in sponsorships. Chair Jim Sandiford confirmed \$10,000 from the following sponsorship commitments:

Meridian \$2,500  
TD \$4,500  
Mattamy \$3,000

Michael Freethy discussed the Corporate Tim Horton's financial commitment of \$2,500 and will confirm food donation details from the Tim Hortons Major Mackenzie and Markham Road location before the next meeting.

The committee confirmed the following vehicles have been secured for the parade:

- 2 Red Kavanagh Roofing Trucks
- 8 Golf Carts from Angus Glen Golf Club
- 3 Honda vehicles
- 1 BMW

Susan Peterson advised that she will follow up with Garden Basket and whether they will provide hot dogs at the end of the parade route.

## **6. ADVERTISING**

The Committee discussed advertising for the parade. Emma Girard advised she will look into putting an ad in the November issue of SNAP and will update the City website with the parade details and coordinate a parade FAQ with Jim Sandiford.

It was noted that the parade will be live Tweeted by Corporate Communications staff.

## **7. SANTA CLAUS FLOAT**

The Committee reviewed details for the pick-up on November 22, 2019 of the sleigh and float from 8100 Warden and delivery to Crupi's yard for decorating.

## **8. OTHER BUSINESS**

### Volunteers

Chair, Jim Sandiford stressed the importance of volunteers and that there is still a need for them as mascots, banner holders and other roles. Staff inquired how many volunteers were required and requested details for volunteer criteria so that it can be advertised.

### Awards

Chair Jim Sandiford advised staff that the Parade Awards are announced at the Council Meeting in January and requested staff add this to the appropriate agenda.

## **8. NEXT MEETING**

The next meeting is scheduled for Thursday November 7, 2019 at 4:00 p.m. in the Building Boardroom.

## **9. ADJOURNMENT**

The meeting adjourned at 4:50 pm.