



**MINUTES**

**MARKHAM SANTA CLAUS PARADE COMMITTEE**  
**ROTARY CLUBS OF MARKHAM**  
**Planning Boardroom, Markham Civic Centre**  
**September 12, 2019**

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**Attendance**

Jim Sandiford, Rotary Club of Markham Sunrise Inc. - Chair  
Joel Lustig, Treasurer  
Yvonne Lord-Buckley, Supervisor Corporate Community Events  
Dennis King, Supervisor, Roads Operations  
Peter Still  
Susan Peterson  
Eric Lizotte, Manager, Corporate Security  
Emma Girard, Communications Advisor  
Michael Freethy,  
Hristina Giantsopoulos  
Alida Tari, Manager, Access & Privacy

**Regrets**

Andrea Berry, Senior Manager, Corporate Communications & Community Engagement  
Nikolas Dimitrakopoulos, York Regional Police  
Cathy Molloy, Manager, Museum

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

**1. 2019 THEME**

Jim Sandiford announced that the theme for this year's parade is "Music Makes Christmas"

Emma Girard will update the City and Rotary Club website to reflect the new theme and date.

**2. DATE OF THE PARADE**

It was confirmed that the date of the parade is Saturday November 23, 2019

### **3. GRAND MARSHALL**

Jim Sandiford advised the Committee that the Grand Marshall role has not yet been filled and Joel Lustig to contact Mayor's Chief of Staff for suggestions.

### **4. SANTA CLAUS FLOAT**

The Committee discussed the logistics for this year are the same as the previous year relative to the decorating of the Santa Claus Float. The Committee Clerk will send out a meeting request to Fred Rich, Alex Moore, Yvonne Lord-Buckley, Joel Lustig, Jim Sandiford and Jing Yu for Friday November 22, 2019 to decorate the float at the Crupi Yard. The time will be confirmed closer to the date.

Dennis King and Jim Sandiford will confirm a pick up time from both 8100 Warden Avenue for the float, and the Museum for Santa Sleigh that will be delivered to Crupi's Yard for assembly on November 22, 2019.

### **5. SPONSORSHIPS**

Jim Sandiford reviewed the 2018 Santa Claus Parade Budget and advised there is \$2,327 being carried forward from last year.

Emma Girard advised that sponsors will receive a Corporate Sponsor Package detailing the reporting that will be provided after the event to show how much advertising was created with their sponsorship.

Yvonne Lord-Buckley will reach out to Angus Glen Golf Club to secure a donation of eight golf carts for parade use and coordinate the pick-up and drop off times with Dennis King.

Joel Lustig advised he will confirm a sponsorship amount from Mattamy Homes, TD and a vehicle from BMW for the parade.

Michael Freehy to contact Alectra and other potential sponsors.

Corporate Communications to confirm:

- 2 trucks from Kavanagh Roofing
- 2 Big Reds and Shuttle Van from Honda

Tim Hortons will again provide coffee in the prep area.

Garden Basket will provide hot dogs at the end of the parade route at the museum.

### **6. TRAFFIC PLAN**

Dennis King advised that the Parade will follow the same route as in 2018. He will finalize traffic plan and obtain the necessary permits from the City and the Region for the

use of Highway 7. Snowploughs will block roadways as required to facilitate the hard road closures.

Eric Lizotte and Nikolas Dimitrakopoulos will coordinate staff and York Regional Police (YRP) safety and security requirements.

Jim Sandiford will advise of progress on the number of paid versus auxillary officers that will provide support for the day.

Corporate Communication staff will prepare the road closure notices, and ensure that the notices are hand delivered to all affected business and residents along with two tickets.

Corporate Communications staff will put together a description of arrival times, pick up times, road closures, etc. that will be emailed to the Mayor and Councillors .

## **7. OTHER BUSINESS**

The Committee discussed the two banners required for this event. One for use during the parade which will be given to the Grand Marshall and the other that advertises both the Santa Claus Parade and the Festival of Lights for Markham Main Street.

Emma Girard will coordinate obtaining a new banner for the Parade, which will display the theme. It should have PVC pipes as holders so that it will be easier for the volunteers to carry it.

Yvonne Lord-Buckley will locate the banner for Markham Main Street, and confirm with Dennis King the required edits and confirm that it will fit the new lighting fixtures.

### City of Markham and Rotary Club websites

Emma Girard will update the City website to reflect the revised date and will take over the Rotary Club website within the City website portal. She will also confirm if the parade will be live streamed.

### Judges

Joel Lustig confirmed that Sarah Reyes from TD will be a judge at the parade.

### Photograpers

Yvonne confirmed that the photographer has been booked for November 23, 2019.

### Volunteers

The committee discussed the use of student volunteers for the event. It was suggested that Committee members advise Emma Girard with the required number of volunteers and she will coordinate obtaining them.

**8. NEXT MEETING**

The next meeting is scheduled for Thursday October 10, 2019 at 4:00 p.m. in the Council Chamber.

**9. ADJOURNMENT**

The meeting adjourned at 4:40 pm.