



## **2019 MARKHAM CANADA DAY CELEBRATION ORGANIZING COMMITTEE**

### **MINUTES October 9, 2019 Meeting No. 6 – Wrap Up Meeting**

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#### **Attendance**

##### **Members**

Satya Arora  
John Chan  
Edward Chiu  
Prem Kapur  
Kash Khan  
Sabrina Luong (SEAS)

##### **Council**

Councillor Amanda Collucci

##### **Staff**

Trinela Cane, Commissioner of  
Corporate Services  
Rebecca Cotter, Corporate Communications  
Yvonne Lord Buckley, Corporate  
Communications  
Tasha Manesh, EA to Councillor Khalid Usman  
Jay Pak, Financial Analyst  
David Plant, Manager, Operations  
Bev Shugg Barbeito, Committee Coordinator

##### **Regrets**

Allan Bell  
Perry Chan  
John Chin (Scouts Canada)  
Kane Elliott  
Zulaika Hoosainny  
Teresa Ing  
Susan Li (SEAS)  
Aaron Madar  
Francis Yim (SEAS)  
Saadia Zakki  
Councillor Khalid Usman  
YRP PC Karen Chen  
YRP PC Niko Dimitrakopoulos  
YRP PC Jin Park

Andrea Berry, Corporate Communications  
Michael Blackburn, Corporate Communications  
Matt Busato, Operations  
Jason Britton, Working Supervisor, Operations  
Morgan Jones, Operations  
Fion Lau, EA to Councillor Amanda Collucci  
Dean McDermid, Plant Operations  
Maxine Roy, Corporate Communications  
Andrea Tang, Manager Financial Planning  
Jing Yu, Corporate Communications  
Renee Zhang, Special Events

The sixth meeting of the 2019 Markham Canada Day Celebration Organizing Committee convened at 5:38 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 26, 2019**

It was

Moved by            Satya Arora  
Seconded by        John Chan

That the minutes of the 2019 Markham Canada Day Celebration Organizing Committee meeting held on June 25, 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 October 9, 2019*. He advised that, through the diligent efforts of Committee members to achieve savings and because of success in securing increased sponsorship revenue, there is an accumulated surplus to carry over for planning the Canada Day Celebrations in 2020. Councillor Collucci congratulated the team on this result.

### **b) Road Occupancy Approvals**

It was reported that, from an Operations department point of view, road closures facilitated smooth transit movement and pedestrian access to and from Milne Park.

### **c) Security**

David Plant reported that the additional lighting, fencing and security measures were effective in ensuring the safety of attendees, and the pricing was more favourable than in 2018. York Region Police were pleased with the results from implementing these safety measures. It was noted that it can be challenging to enforce that no cars are allowed in or out of Milne Park during the road closure; Committee discussion suggested that, when car drivers enter the park, they be advised that they will not be allowed to drive their cars out of the park during the road closure, and that they might wish to park elsewhere if that is not acceptable.

### **d) First Aid**

Rebecca Cotter reported that the provision of first aid went smoothly with only one incident during the day.

### **e) Parade**

Yvonne Lord Buckley, Corporate Communications, reported that the parade ran smoothly. Rebecca Cotter reported that more shade would be welcome at the staging point, more volunteers are needed, and use of a golf cart would be helpful. It was suggested that the parade route be shortened and some spectators be bussed from the Milne Park entrance to the entertainment stage area; it was agreed to consider this as an action item.

f) Corporate Communications and Community Engagement Proposal

Rebecca Cotter reported that the Corporate Communications team was pleased with the new initiatives including the social media plan, general promotions such as mobile signs and posters, and the promotional video. A plan for 2020 will be brought forward to leverage the success of 2019.

g) Mayor's Seniors' Luncheon

It was reported that this was a very popular event, with 830 seniors attending. The entertainment was found to be enjoyable. Rebecca Cotter reviewed two suggestions presented in the Post-event Report – Summary Report: (i) develop a 5 year strategy to accommodate increasing demand and a changing community; and (ii) consider scheduling the luncheon on another day in order to free up resources for other planned activities on Canada Day. The Committee was also asked to consider a different format, e.g. a BBQ. It was agreed that the Committee will review such options, keeping in mind that the purpose is to honour and respect Markham's seniors, but will also keeping budget constraints in mind. Councillor Collucci asked the Mayor's Seniors' Luncheon Subcommittee to investigate the options and make recommendations for consideration by the Canada Day Celebration Organizing Committee.

h) Transit Arrangements

Rebecca Cotter reported that the transit arrangements went well. Committee members were advised that, at some of the pick-up points, there are only a few seniors. The Transit Subcommittee was asked to provide a report of the numbers at each pick-up point for discussion at the next meeting. It was also suggested that it would be desirable to add a pick-up point in north Markham, perhaps at Angus Glen.

i) Food Vendors

It was reported that there were 18 food vendors offering a great diversity of food options. It was noted that the price in 2019 for each food vendor was \$400. Pricing options for 2020 were presented to the Committee: (i) preferred placements @ \$500; and (ii) an increase to \$450 for other placements. Committee members discussed the pricing options noting that the current price is near the maximum acceptable by food vendors. Food is considered to be an important feature of the Canada Day celebrations and the diversity of food offerings this year was the best to date. It was ultimately agreed that the price would remain at \$400 per food vendor. The Food Vendor Subcommittee will try to attract up to eight additional food vendors.

j) Children's Activities

Councillor Collucci reported for Fion Lau that the day went well, with many more families attending compared with past years. Costs for the children's activities were within budget. Line-ups for the balloon twisters were long but manageable; it was thought an additional vendor could be added if the budget allowed. 80 of 130 food vouchers @ \$7.00, to provide a sandwich wrap and drink for volunteers, were claimed.

k) Stage & Sound

It was reported that the logistics were well managed.

l) Fireworks

Trinela Cane reported that Rebecca Cotter is developing an RFP for provision of fireworks displays for the City.

m) Entertainment

The entertainment by the School of Rock was very well received. It was agreed to reach out to the School of Rock to discuss providing entertainment for the Canada Day Celebration in 2020.

It was agreed to book Doo Doo the Clown immediately.

n) Volunteers

Sabrina Luong reported that volunteers recruited by SEAS advised that the mascot costumes become extremely hot. Following discussion, it was agreed that, in the future, no volunteers will be asked to wear mascot costumes.

Trinela Cane recommended that, in a year where the Canada Day Celebrations posted a surplus and without prejudice for future years, the Committee consider awarding an honorarium of \$500 to SEAS in recognition of its valuable efforts to recruit the many volunteers required to manage the various Canada Day Celebration activities.

It was

Moved by Satya Arora  
Seconded by Prem Kapur

That, without prejudice for future years, approval be granted for an honorarium in the amount of \$500 to be awarded to SEAS in recognition of its valuable efforts to recruit the many volunteers required to manage the various Canada Day Celebration activities.

CARRIED

o) Sponsorship

It was reported that total sponsorship revenue exceeded the 2019 target. Councillor Collucci thanked everyone involved in creating new relationships which led to securing sponsorships. It was noted that sponsorship requests for 2020 will begin soon.

p) Signage

It was reported that many signs were re-used from previous years; only signs specific to this event were created.

q) Parking

It was reported that there is a limited amount of space at Milne Park. If there is an increase in the number of food vendors, there may need to be a cap on the amount of other parking allowed.

r) Citizenship Court

It was reported that all arrangements went smoothly.

**4. OTHER BUSINESS**

Rebecca Cotter distributed and reviewed the Post-event Report – Summary Report and noted that the 2019 Canada Day Celebration was a very successful event.

Councillor Collucci thanked everyone for their contributions to ensure the success of the day.

**5. NEXT MEETING**

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

**6. ADJOURNMENT**

It was

Moved by	Satya Arora
Seconded by	Prem Kapur

That the sixth meeting of the 2019 Markham Canada Day Celebration Organizing Committee adjourn at 7:05 PM.

**CARRIED**