



2020 MARKHAM CANADA DAY CELEBRATION ORGANIZING COMMITTEE

MINUTES January 15, 2020 Meeting No. 1

Attendance

Members

Satya Arora
Perry Chan
Edward Chiu
Teresa Ing
Prem Kapur
Sabrina Luong (SEAS)

Council

Councillor Amanda Collucci
Councillor Khalid Usman

Staff

Asif Aziz, Financial Analyst
Stephanie Bagnarol, Corporate
Communications
Michael Blackburn, Corporate Communications
Trinela Cane, Commissioner of
Corporate Services
Rebecca Cotter, Corporate Communications
Mike Freethy, Corporate Communications
Bryan Gracan, Corporate Communications
Fion Lau, EA to Councillor Amanda Collucci
Tasha Manesh, EA to Councillor Khalid Usman
Jay Pak, Financial Analyst
Ragavan Paranchothy, Corporate
Communications
Renee Zhang, Special Events
Bev Shugg Barbeito, Committee Coordinator

Regrets

Allan Bell
John Chan
John Chin (Scouts Canada)
Zulaika Hoosainny
Kash Khan
Susan Li (SEAS)
Francis Yim (SEAS)
Saadia Zakki
Andrea Berry, Corporate Communications
Matt Busato, Operations
Jason Britton, Working Supervisor, Operations
Morgan Jones, Operations
Dean McDermid, Plant Operations
David Plant, Manager, Operations
Maxine Roy, Corporate Communications
Jing Yu, Corporate Communications

The first meeting of the 2020 Markham Canada Day Celebration Organizing Committee convened at 6:06 p.m. with Councillor Amanda Collucci serving as Chair.

1. WELCOME

Councillor Amanda Collucci welcomed everyone to the meeting and introductions were made.

2. ADOPTION OF THE MINUTES OF THE MEETING HELD ON OCTOBER 9, 2019

It was

Moved by Satya Arora
Seconded by Edward Chiu

That the minutes of the 2019 Markham Canada Day Celebration Organizing Committee meeting held on October 9, 2019 be adopted as distributed.

CARRIED

3. PLANNING FOR CANADA DAY 2019

a) Budget

Jay Pak, Financial Analyst, distributed and reviewed the reports entitled *Canada Day 2019 High Level Summary as of December 31, 2019* and *Canada Day 2020 Baseline Budget as of January 15, 2020*. 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 from 2019 for planning the Canada Day Celebrations in 2020. The 2019 Actual Expenses will serve as the Canada Day 2020 base budget; Committee members were asked to advise if changes could be expected.

Jay Pak introduced Azif Asiz, Financial Analyst, who will be reporting the financial updates for the Committee going forward.

b) Sponsorship

Mike Freethy, Corporate Communications, reported that sponsorships totalling \$16,000 have been received.

- Kylemore, \$8500
- Tim Hortons, \$7500

It is hoped that Bell and Huawei will renew their corporate sponsorships. Other sponsorships are also pending.

Action:

- Councillor Collucci agreed to follow up with contacts at Bell and Huawei.
- It was reported that the Canada Day sponsorship package will be finalized and issued to the committee with the meeting minutes.
- Mike Freethy will liaise with Satya Arora about a potential sponsorship.

c) Citizenship Ceremony

Ragavan Paranchothy, Corporate Communications, is leading this portfolio.

Staff have reached out to Immigration, Refugees and Citizenship Canada and requested Citizenship Ceremony in Markham on July 1; response pending.

Staff will provide a further update at the next meeting.

d) Mayor's Seniors' Luncheon

Renee Zhang, Corporate Communications, is leading this portfolio.

Meals

Renee Zhang reported that Le Parc, the venue for the luncheon, has been booked for July 1, 2020. The price of the meal per person has increased from \$14.00 in 2019 to \$14.50 in 2020. Committee members were advised that the price increase would have a minimal impact on the budget.

It was reported that volunteers in 2019 did not enjoy the meal they received; the Committee discussed options for the meal to be provided for volunteers this year: pizza @ ~\$5/pp, lasagna @ ~\$10/pp. It was felt that providing a solid lunch for the volunteers was a way to show the appreciation Markham has for the volunteers working on their July 1st holiday.

It was

Moved by Teresa Ing
Seconded by Prem Kapur

That the price of \$14.50 for the regular lunch and the price of \$10.00 for the volunteer lunch be approved.

CARRIED

Registration

It was reported that registration will open on May 25, 2020 at 9 am.

Entertainment

The Committee discussed entertainment options for the luncheon. It was decided that a change in entertainment was desirable. The entertainment budget in 2019 was \$500.00 and will likely be the same for 2020.

The committee advised of the following options:

- Jonathan Michael adult vocalist to sign to track
- Youth singer for O Canada
- Engaging option to get seniors dancing

Action:

- Rebecca Cotter, Corporate Communications, advised that the Events Team would bring options to the Committee for its consideration.

Transportation

Teresa Ing distributed and reviewed a chart showing the pick up locations and the numbers of seniors and volunteers at each location. The Committee discussed the number and location of pickups and agreed it would be worth discussing the number of vehicles required with YRT when registration for the luncheon is complete.

Renee Zhang advised that YRT has quoted approx. \$550 for an additional bus to pick-up from Angus Glen C.C. and that YRT rates will increase in March 2020.

It was

Moved by Teresa Ing
Seconded by Prem Kapur

That one bus and pick up location be added to the Seniors Luncheon transit plan.

CARRIED

e) People's Parade

Ragavan Paranchothy, Corporate Communications, is leading this portfolio.

Ragavan Paranchothy reported that the deadline for parade participant registration will be June 1, 2020.

The Committee discussed potential themes for the parade:

- Red, white and proud
- Olympics (sport centric)
- Innovation

It was agreed that Corporate Communications will try to incorporate the two ideas of "Red, white and proud" and "Innovation".

Discussion:

- Committee members advised they would like to see school bands included in the parade.
- Corporate Communications will reach out to new participants.
- Staff will explore option to have bus at the entrance to Milne Park to take parade participants to the flag pole.

f) Park Celebrations

Jing Yu, Corporate Communications, is leading the logistics of this portfolio.

Entertainment

Rebecca Cotter reported that Jing Yu, Corporate Communications, will coordinate the entertainment period of 3-6PM, including Doo Doo the Clown.

Main Stage Entertainment, 6-10PM

- Last year's headliner entertainment, School of Rock, has proposed that it provide four 45-minute performances prior to the fireworks at a cost of \$5,000; this is one less performance for \$1000 more than 2019. It was suggested that the band Turning Point be added for a final 45-minute period following the fireworks at a cost of \$750. The cost of Turning Point would be over the Entertainment budget.

It was

Moved by Teresa Ing

Seconded by Sabrina Luong

That the Entertainment budget be increased by \$1,000 to accommodate the cost of reserving the School of Rock and Turning Point for the 2020 Canada Day celebrations.

CARRIED

Stage & Sound

Perry Chan reported that the stage has been reserved and will be delivered to Milne Park on June 30, 2020.

Food Vendors

It was reported that the food vendor application has been posted on the Markham website. Markham is leading by example and requiring that food vendors not provide single-use plastics with their food offerings.

Children's Activities

Fion Lau reported that the majority of children's activities will be reserved. However, given Markham's single use plastics policy, it will not be possible to rehire the balloon artist. Fion will work with Stephanie Bagnarol in Corporate Communication to investigate additional kids' activities including: Silent Disco at a cost of approx. \$300 for 50 headsets, and also asked Committee members to forward new ideas for children's entertainment.

Emcee

Councillor Collucci and Councillor Usman will reach out to Allan Bell to learn whether he wishes to return as emcee this year and in future years.

Fireworks

Rebecca Cotter reported that Markham has issued an RFP for the provision of fireworks displays for Canada Day.

Logistics

It was reported that quotes are being obtained for the lighting, fencing and security. It was noted that York Region Police were very supportive about the increased efforts and resources devoted to increasing pedestrian safety and access for transit.

Transportation

It was reported that buses will be arranged to transport residents between Centennial Community Centre and Milne Park.

g) Volunteers

Sabrina Luong SEAS Centre, reported that SEAS Centre would need to know by June 5, 2020 how many volunteers would be needed for each activity and what the duties would be for the volunteers.

Action:

Trinela Cane, Commissioner of Corporate Services, reported that she will email to Markham staff a request for volunteers to assist with setup, clean-up and other Canada Day activities. Other volunteers are provided by YR Police, Markham Fire Services, YR Transit, EMS, and CUPE.

h) Logistics

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. 2020 Road Closure plans will proceed in line with 2019 operations.

Parking

It was reported that there is a limited amount of space at Milne Park and last year's plans to limit access, worked well. No changes to those plans are expected for Canada Day 2020.

First Aid

Rebecca Cotter reported that the Events Team will reach out to John Chin, Scouts Canada, to learn whether Scouts Canada will once again provide first aid services on Canada Day.

i) Communications

Website/Social Media

Preliminary 2020 event information is live online.

Michael Blackburn reported that the Corporate Communications team will develop a plan for 2020 to take advantage of the success with 2019 initiatives including the social media plan, and general promotions such as mobile signs and posters.

Plans for 2020 will be brought to future meetings.

A press conference will be planned to announce the details of the event. The date of the press conference will be provided at the February meeting.

4. OTHER BUSINESS

It was agreed that future meetings will start at 5:30 pm.

5. NEXT MEETING

The next meeting will be held on Wednesday February 19, 2020 at 5:30 pm in the Canada Room.

6. ADJOURNMENT

It was

Moved by Edward Chiu
Seconded by Satya Arora

That the first meeting of the 2020 Markham Canada Day Celebration Organizing Committee adjourn at 7:45 PM.

CARRIED