

Doors Open Markham 2020 – Event Day Saturday, September 12

ORGANIZING COMMITTEE MINUTES

**Thursday, January 23, 2020
Lucullus Café, 169 Enterprise Drive**

Present: K. Ng, Chair; A. Fuyarchuk, Vice-Chair; A. McPhee, M. S. Khan. Staff: G. Duncan, R. Paranchothy. Regrets were received from Councillors McAlpine & Keyes, E. Girard.

The meeting began at 7:12 p.m., A. Fuyarchuk in the Chair until K. Ng arrived at 7:20.

1. Confirmation of Agenda:

The agenda was accepted with no changes.

2. Minutes of November 28, 2019

The minutes of November 28, 2019 were accepted as written.

3. Staff Support for the Doors Open Markham Organizing Committee – Recent Changes

Mr. Ragavan Paranchothy was welcomed to the meeting. He is stepping into the Corporate Communications role on Doors Open in place of Heather Hogan for a period of time. Staff recently met to review the Doors Open programme with Mr. Paranchothy to bring him up to date.

4. Event Date – Potential Change

At the November 28, 2019 meeting, the Chair had suggested the idea of moving Doors Open Markham to the spring. Staff discussed this idea internally and recommend this not be done because the community has become accustomed to a September Doors Open event, and also because in May 2020 Markham is hosting the Ontario Heritage Conference and a great deal of staff time will be devoted to planning for and holding that event. The committee members agreed to keep the September 12 event date. The Chair had not arrived at the meeting at this point so did not participate in the discussion.

5. Budget

At the November 28, 2019 meeting, the committee had asked if H. Hogan could produce a final account of the funds spent on Doors Open 2019 to assist with planning the 2020 budget. R. Paranchothy advised that he will obtain the figures from the Finance Department. The committee is also interested in the figures for the 2018 event.

The Finance Department has advised staff of a deficit in the Doors Open Markham account of \$3,784.41. This is mainly due to the annual Ontario Heritage Trust registration fee of \$1,695 not being accounted for in the spending of the annual Celebrate Markham grant of \$7,500 for the years 2018 and 2019. This deficit can be paid down over time by the committee not spending the full grant amount. For 2020, if the registration fee of \$1,695 is deducted from \$7,500, the actual amount of available funds is \$5,805. [K. Ng arrived at the meeting at this point in the discussion].

The committee discussed how sponsorship could offset costs and thereby help to pay down the deficit (corporate sponsorship was further discussed under Item 8). The committee discussed looking at the budget and expenditures from 2018 and 2019 to see where expenditures could be cut for the 2020 event. The elimination of the costly T-shirts was one suggestion to trim expenses.

6. Committee Member Attendance

Staff advised that Laura Gold of the Clerk's Department has offered to contact those committee members who are not attending committee meetings to see if they are now unable to participate due to other time commitments that were not apparent when they applied to join the committee. Names of non-participating committee members will be removed from the active members list once the Clerk's Department has been advised of their intentions, and they will not longer receive agendas and minutes.

7. New Committee Members

The Clerk's Department is in the process of advertising for new members for the Doors Open Committee to top up the complement of members needed to plan and run the event. One application has been received so far.

8. Remington Partnership Evaluation

This item was deferred from the November 28, 2019 meeting. The general topic of corporate sponsorship for the Doors Open Markham event was the focus of discussion. There are mixed opinions on the committee as to whether corporate sponsorship and the inclusion of company logos on promotional material is appropriate. It was agreed that this topic requires further detailed discussion, perhaps at a future meeting specially devoted to sponsorship or at least to comprise half the time of a regular committee meeting.

9. Site Selection: Repeat Sites

R. Paranchothy spoke about the advantages of refreshing the Doors Open Markham event with new sites, and the idea of rotating popular repeat sites to enable visitors year by year to see the full range of these popular sites. The committee discussed the ideal number of sites for the overall event to make better use of funds and volunteer time, initially suggesting 15 and a strict

timeline to close off the submission of additional sites. In the end it was agreed to hold off on deciding on an ideal number until further work is done on securing sites for the 2020 event.

The following “core sites” were agreed upon to be repeated for the 2020 event:

Thornhill: Thornhill Village Library, Heintzman House

Unionville: Stiver Mill, Unionville Train Station, Varley Art Gallery

Markham Village: Markham Village Train Station, Markham Village Fire Hall

10. Site Selection: New Sites Relating to Environmental Theme, Primary Event Image

Committee members agreed to think about potential new sites and provide their suggestions to staff prior to the next meeting, so they can be known in advance to facilitate more efficient discussion at the next committee meeting. The question was asked if Markham has an environmental committee that could be contacted to see if they would be interested in getting involved given this year’s provincial theme.

The committee agreed that the primary event image is going to be the Markham Village Train Station. R. Paranchothy advised that the image is due to the Ontario Heritage Trust on Monday. A. Fuyarchuk offered to contact Dianne More of the Markham Village Conservancy to see if she has a good photo. K. Ng also recalled that good photos were uploaded to the Google Drive by former committee member Kenny Wang.

11. New Business

None.

12. Next Meeting

The next meeting of the Doors Open Committee is tentatively planned for Thursday, February 27, 2020, 7:00 p.m., at City Hall. Staff was asked to contact Councillors McAlpine and Keyes to see if that date works for them.

The meeting wrapped up about 8:55 p.m.