



**2020 MARKHAM CANADA DAY CELEBRATION  
ORGANIZING COMMITTEE**

**MINUTES  
May 6, 2020  
Meeting No. 4**

**Attendance**

<p><b>Members</b> Satya Arora Edward Chiu Teresa Ing Saadia Zakki Allan Bell Perry Chan Prem Kapur Kash Khan Sabrina Luong</p> <p><b>Council</b> Councillor Amanda Collucci Councillor Khalid Usman</p>	<p><b>Staff</b> Asif Aziz, Senior Financial Analyst Trinela Cane, Commissioner, Corporate Services Morgan Jones, Director, Operations Adam Grant, Deputy Fire Chief Bryan Gracan, Roads Operations Andrea Berry, Corporate Communications Rebecca Cotter, Corporate Communications Michael Freethy, Corporate Communications Ragavan Paranchothy, Corporate Communications Jing Yu, Corporate Communications Renee Zhang, Special Events Maxine Roy, Corporate Communications Stephanie Bagnarol, Corporate Communications Fion Lau, EA to Councillor Amanda Collucci Laura Gold, Committee Coordinator</p> <p><b>Regrets</b> Michael Blackburn, Corporate Communications Matthew Busato, Parks Operations</p>
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**1. Call to Order and Opening Remarks**

The Canada Day Celebration Organizing Committee convened at 5:31 PM with Councillor Amanda Collucci in the Chair.

The Chair advised that the City will not be able to have a traditional Canada Day event this year due to the COVID-19 pandemic, but encouraged the Committee to think about what it could do instead.

**2. Approval of the Minutes**

Moved by Satya Arora  
Seconded by Prem Kapur

That the minutes of the 2020 Markham Canada Day Celebration Organizing Committee meeting held on March 11, 2020 be adopted as distributed.

Carried

**3. Planning for Canada Day 2020**

**a) Guest from Markham's Emergency Operations Centre (EOC)**

a) Guiding principles moving forward

Adam Grant, Deputy Fire Chief, and Representative from the Emergency Operations Centre provided a presentation on the Province and City's response to COVID-19, and how the pandemic will affect the 2020 Canada Day festivities. He provided the example that fireworks would not be permitted under the current provincial order and that large gathering will likely still not be permitted on July 1, 2020.

**b) Changes/cancellations to established programming**

Rebecca Cotter, Corporate Communications advised that current Canada Day program will need to be modified or cancelled.

The following update on the current plans for the Canada Day event was provided:

Citizen's Ceremony

Ragavan Paranchothy, Corporate Communications advised that direction in regards to the citizen ceremony will be provided by the Ministry of Immigration, Refugees and Citizenship Canada. The ceremony will likely need to be cancelled. Suppliers supporting the ceremony are being kept in the loop in regards to the status of the ceremony.

Mayor's Seniors Luncheon

Renee Zhang, Corporate Communications advised that the Contact Centre, York Region Transit, and the entertainers will need to be advised that the Mayor's Seniors Luncheon is cancelled. There may be an opportunity to invite some of the performers to do a virtual concert, as part of the revised Canada Day agenda. Renee advised that staff have been in contact with Le Parc, and will advise the venue of the event cancellation, and put July 1, 2021 on hold for next year's event. The public and seniors will be notified on the event website that the event will be cancelled, and the luncheon registration date will be removed from the site.

The People's Parade

Ragavan Paranchothy, Corporate Communications advised that the People's Parade will be cancelled, and that virtual alternatives to engage the participant groups could be considered.

Park Celebration

Jing Yu, Corporate Communications advised that the food vendors will be notified that the event is being cancelled, and that vendor fee refunds will need to be provided.

Committee requested that the vendors be given the option to reserve their spot for next year and redirect their vendor fee to the 2021 event, or get a refund, rather than just being provided with a refund.

### Entertainment

Perry Chan, Committee Member advised that he will proceed to cancel the stage for the Canada Day celebrations.

#### **a) Update on National Canada Day Event Plans**

Rebecca Cotter advised that the federal government is working on creating a virtual National Canada Day Celebration. The celebration will likely include a mid-day, and an evening television broadcast. There may be an opportunity for Markham to participate in this virtual celebration, as the federal government is looking at featuring different communities celebrations through social media. More information on the National Canada Day Celebration will likely not be known for several weeks.

#### **b) Options for Markham's Canada Day 2020**

Committee discussed how it could participate in the National Canada Day Celebrations and options for Markham's Canada Day. The following suggestions were provided:

- Creating a video in celebration of Canada Day, which could be done at a low cost if produced in-house;
- Asking residents to submit a video recording of them singing the Canadian anthem in various languages, or doing something special in regards to the anthem, as part of Markham's contribution to the National Canada Day Celebrations;
- Planning activities that residents can participate in virtually, for example encouraging residents to decorate their front yard for Canada Day, or having residents go on their front porch or balcony and sing the Canadian anthem at a certain time;
- An option was presented for a virtual fireworks app developed by Snapd Markham that residents can use to virtually see firecrackers by holding their phone to the sky.
  - Cost for the app is ~ \$3,500
  - Committee discussed only having the app if we can get it for free from Snapd, or have it sponsored
- Have "Happy Canada Day" messaging all over the City on mobile signs and electronic boards
  - Staff advised the cost of \$190 per sign;
- Create a digital greeting card that all Markham residents can sign in celebration of the 2020 Canada Day celebration.

### Communications

Rebecca Cotter advised that the communications will need to be re-written for the 2020 Canada Day to reflect the new format of the event, but that the communication channels will likely remain the same.

#### **e) Sponsorship**

Michael Freely, Corporate Communications advised that sponsorship commitment of \$79,000 has not changed since the last meeting. However, these sponsorship funds were secured under the premise that

a traditional Canada Day celebration would be held. It is anticipated that the sponsorship revenue will decrease once the sponsors are made aware of the new format of the event.

Michael Freethy will contact existing sponsors to explore the opportunity to keep their commitment for the 2020 event, or redirect their commitment to the 2021 event.

It was advised that Tim Horton's has paid \$7500 for this year's event sponsorship. Michael Freethy will connect with Tim Horton's.

#### Federal Grant

Rebecca Cotter advised that Markham has been allocated a Celebrate Canada federal grant of \$32,000 awarded to help cover the cost of the event, can only be provided based on the original application of a traditional Canada Day celebration. She advised that the grant program has been modified to allow for eligible events to take place virtually for 2020 only.

The City of Markham is required to submit a revised proposal outlining the virtual event details in order to still qualify for a 2020 Celebrate Canada grant. The proposal deadline is Friday, May 8, 2020. The new grant can be used to cover costs already incurred by municipalities for the in-person event, or costs related to approved virtual activities.

**Staff were requested to submit a new proposal for the federal grant based on the discussions at tonight's meeting.**

#### Celebrate Markham Grant

Rebecca Cotter advised that the Committee would also have to submit a new proposal to get the Celebrate Markham Grant of approximately \$45,000, as the format of the event has changed.

**The Committee agreed to withdraw its request for a Celebrate Markham Grant from the City of Markham this year.**

#### **f) Budget**

Asif Aziz, Senior Financial Analyst reported that the City is not on the hook for any costs already incurred for the 2020 Canada Day celebrations.

The Committee provided the following feedback on the budget:

- Limit the amount spent on signs by focusing on virtual messaging;
- Only use the virtual fireworks app if the City can get it for free;
- The budget should not exceed \$7,500;
- The surplus budget from previous years should be saved for next year, as it may be challenging to get sponsorship for next year's event.

Moved by Councillor Khalid Usman

Seconded by Satya Arora

That the Canada Day Celebration Organizing Committee approve a budget of \$7,500 for Markham's 2020 Virtual Canada Day Celebrations.

Carried

**4. Next Steps**

The Committee agreed to hold the next Canada Day Celebration Organizing Committee in early June.

**5. Adjournment**

The Canada Day Celebration Organizing Committee adjourned at 7:05 pm.