



**2020 MARKHAM CANADA DAY CELEBRATION
ORGANIZING COMMITTEE
ZOOM MEETING**

MINUTES

June 3, 2020

Meeting No. 5

Attendance

<p>Members Satya Arora Teresa Ing Perry Chan Prem Kapur Sabrina Luong</p> <p>Council Councillor Amanda Collucci Councillor Khalid Usman</p> <p>Regrets Edward Chiu Kash Khan Allan Bell Saadia Zallo</p>	<p>Staff Asif Aziz, Senior Financial Analyst Trinela Cane, Commissioner, Corporate Services Rebecca Cotter, Manager of Communication, Operations & Events Michael Freethy, Corporate Sponsorship & Advertising Coordinator Ragavan Paranchothy, Communication Coordinator Jing Yu, Events Administrator Renee Zhang, Event Coordinator Maxine Roy, Communications & Media Advisor Stephanie Bagnarol, Event Coordinator Fion Lau, Assistant to Councillor Amanda Collucci Tasha Shahamat-Manesh, Assistant to Councillor Khalid Usman Dean McDermid, Supervisor of Parks Operations Laura Gold, Committee Coordinator</p>
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1. Call to Order

The Canada Day Committee convened at 5:30 PM with Councillor Amanda Collucci in the Chair.

2. Adoption of the Minutes of the Fourth Meeting of the Canada Day Celebration Organizing Committee in 2020 on May 6, 2020

Moved by Teresa Ing
Seconded by Satya Arora

That the Minutes of the 2020 Markham Canada Day Celebration Organizing Committee meeting held on May 6, 2020 be approved as presented.

Carried

3. Planning for Canada Day 2020

a) Update on National Canada Day Event Plans

Rebecca Cotter, Manager of Communications Operations and Events provided an update on the National Canada Day event plans. The event will include two broadcast, one from 12:00 -1:00 PM, and another from 8:00 -10:00 PM. **Revision as of June 5: The noon broadcast time has been revised to 1-2:00 PM.

The Federal Government has also proactively selected communities from across Canada to participate in the virtual event. Other municipalities can contribute by submitting content to the Federal Government's social media platform. Some of the themes of the Federal Government's Canada Day celebrations include: 1) the 40th anniversary of the Canadian Anthem; 2) 150th anniversary of the founding of the Metis Nation in Manitoba, and 3) contributions from hand-picked communities across Canada. More information on the the National Canada Day event plans will be shared at the next meeting.

It was also reported that the City was successful in receiving the Canadian Heritage Grant from the Federal Government to support its virtual Canada Day festivities. The grant is for \$20,350.

In response to the Committee's inquiry regarding the possibility of having a live broadcasted performance as this part of this year's virtual Canada Day events, it was advised that the best practice is to pre-record performances to ensure all physical distancing and technological requirements are met. It may also be best not to compete with municipalities that will be broadcasting A-list performances live on Canada Day. A more effective strategy may be to focus on prerecording different types of performances, like a magic show that will draw different audiences.

b) Markham's Canada Day 2020

Rebecca Cotter presented the plans for Markham's 2020 Virtual Canada Day event. The plan included the following:

Plans Discussed at Last Meeting and included in the Canadian Heritage Grant Submission

- Virtual Canada Day Event will be hosted on Markham.ca/CanadaDay and linked to YourVoiceMarkham.ca
- Letter and video greeting from elected officials;
- A video montage of the Canadian Anthem, showcasing notable individuals and Markham residents singing O Canada;
- A video montage of Markham elected officials and notable resident answering what "Being Canadian means" to them
- An indigenous engagement piece;
- An interactive colouring contest;
- A Trivia game, which Markham residents can contribute trivia questions to;
- Decorating and dress-up activities;
- Snapd Community Hub app, including virtual fireworks filter
- Live broadcasting of the Federal broadcast.

- Promotion of the Canada Day activities on mobile signs throughout Markham (2 signs per Ward).
- Paid social media promotion of the Canada Day activities.

Cost: \$16,100

New ideas to engage the community, to be covered by balance of the Celebrate Canada grant

- 3x “Learn to draw” videos (3 videos with drawing activities at different levels) - \$200
- 1x Interactive online dance party (45 minutes in length, pre-recorded) - \$2000
- 2x Reusable Canada Day street banners - to be placed on Main Street Unionville, and on Main Street Markham. - \$1,600

Cost: \$3,800

New Ideas to be paid for with Sponsorship funds

- Custom-designed Markham Drone Show video (pre-recorded) - \$7,500
- Custom Canada Day flag insert in the Markham Economist & Sun - \$8,500

Cost: \$16,000

Total Cost: \$35,900

Surplus: \$7,000

c) Communications

Maxine Roy, Communications and Media Advisor displayed the Your Voice Markham “Virtual Canada Day” page to the Committee, advising that the City’s portal will direct residents to this page.

The Virtual Canada Day event will be promoted as follows:

- On the City’s electronic boards;
- Through paid social media;
- On mobile signs (2 per ward);
- In the Markham Economist & Sun;
- On the City’s website;
- On 105.9 The Region, radio;
- Through the local BIAs;
- Through Markham e-New subscribers.

A suggestion was made to use “at home” instead of “virtual” in the event header on the Your Voice Markham page. A discussion followed to advise the committee that standard COVID-19 language currently advises people to “stay apart” not “stay home”. Canada Day messaging aligns with COVID-19 messaging best practices.

The Committee also discussed if the Canada Day inserts put in the Economist & Sun will reach the residents as intended. After some discussion, it was decided that this was the most cost effective way of disseminating the information and encouraging residents' physical involvement in the event.

d) Sponsorship

Michael Freethy, Corporate Sponsorship & Advertising Coordinator provided an update on the sponsorship of the 2020 Canada Day festivities. Some of the sponsors include Bell Canada, TD, Kylemore Communities, Tim Hortons, Alectra, and Snapd commitments and opportunities were reviewed. The total sponsorship committed under the new event format is \$21,500.

e) Budget

The total budget for the 2020 Virtual Canada Day is \$41,850.

f) Round Table

Committee inquired if there was a way to make the event more physically interactive.

Rebecca Cotter advised that physical options for the event are not permitted under the current emergency order.

Moved by Satya Arora

Seconded by Teresa Ing

That the Event Proposal for the 2020 Virtual Canada Day be approved.

Carried

g) Next Steps

The next steps are for staff to start work on the execution of the 2020 Virtual Canada Day Event Plan.

4. Other Business

There was no other business.

5. Future Meetings

The next meeting will be held on Wednesday, June 24, 2020 at 5:30 PM.

6. Adjournment

The Canada Day Committee adjourned at 7:00 PM