

Doors Open Markham 2020 – Event Day Saturday, September 12

ORGANIZING COMMITTEE MINUTES

Thursday, March 5, 2020
Canada Room, Markham Civic Centre

Present:

K. Ng, Chair; A. Fuyarchuk, Vice-Chair; Councillor R. McAlpine, A. McPhee, N. Hendricks, E. Yip, J. Zhang. Staff: G. Duncan. Guest: V. Hamilton, Markham BIA. Regrets were received from Corporate Communications staff and Councillor A. Keyes.

The meeting began at 7:15 p.m., A. Fuyarchuk in the Chair until K. Ng arrived at 7:20. New committee members Nicole Hendricks, Elaine Yip and Jenny Zhang were introduced, and the rest of the committee members provided brief introductions as well. Victoria Campbell, Marketing Director from the Markham Village BIA, was also introduced.

1. Confirmation of Agenda:

The agenda was accepted with no changes.

2. Minutes of January 23, 2020

V. Campbell had a question about the Ontario Heritage Conference happening in Markham in May, 2020. Staff provided an overview of the upcoming conference. With that question answered, the Minutes of January 23, 2020 were accepted as written.

3. Budget and Potential Sponsorship

With staff members from Corporate Communications unable to attend the meeting, the committee initially considered deferring discussion of this topic to the next meeting. However, the topic ended up being discussed to some extent.

2019 Actual Expenditures: The committee requested that an accounting of the actual expenditures for the 2019 event (event promotion, printing, social media, advertising expenses) be provided by R. Paranchothy to assist with the creation of a budget for the 2020 event, and to provide a basis for seeking sponsorship to address the deficit issue.

The committee asked staff what the annual registration fee of \$1,695 was for, and staff explained that it goes to event promotion on the Ontario Heritage Trust's Doors Open Ontario website, provincial brochure printing, and event signage.

There was some discussion about the history of Doors Open Markham funding, the origin of the deficit, and the City's current approach to sponsorship. One committee member suggested that donations without obligations would be preferable to sponsorships with corporate logos, etc. being required.

4. Markham Village BIA Potential Participation in Doors Open Markham

Victoria Campbell spoke to the committee about the Markham Village BIA's interest in being involved in the Doors Open Markham event. In past years, the Farmer's Market was included. This could happen again, and possibly other opportunities can be found, such as a walking tour of the village, and a tour of the Wedding Cake House. V. Campbell will speak to her board about different ideas and will report back to a future meeting of the Doors Open Organizing Committee.

5. Site Selection - Continued

At the January 23, 2020 meeting, the committee decided on a set of seven repeat sites as a base upon which to add additional sites for 2020, up to a total of 15. At this meeting, the committee did some brainstorming of ideas for sites relating to the environmental theme for Doors Open Ontario 2020. Some ideas (some repeated from the Minutes of November 28, 2019) included:

- Rouge National Urban Park
- Rouge River Brewery environmental initiatives
- Sheridan Nurseries
- Bicycle repair clinic
- A working farm (such as Reesor's on 9th Line)
- IBM and the Smart Cities project
- Kate's Garden – a workshop
- Honda – environmental initiatives
- High School in Cornell – environmental initiatives

6. New Business

The committee discussed the creation of a timeline for tasks relating to the planning of the event, with input required from Corporate Communications. This will assist the committee with keeping focussed on priorities.

7. Next Meeting

The next meeting will be held on Thursday, March 26, 7:00 p.m., Planning Board Room, Markham Civic Centre.

The meeting wrapped up at about 8:42 p.m.