



MINUTES
MARKHAM SANTA CLAUS PARADE COMMITTEE
ROTARY CLUBS OF MARKHAM
Building Boardroom, Markham Civic Centre
November 7, 2019

Attendance

Jim Sandiford, Rotary Club of Markham Sunrise Inc. - Chair
Peter Still
Susan Peterson
Joel Lustig, Treasurer
Dennis King, Supervisor, Roads
Eric Lizotte, Manager, Corporate Security
Rebecca Cotter, Manager Communications Operations & Events
Michael Freethy, Coordinator Corporate Communications & Community Engagement
David Plant, Sr. Manager, Parks, Horticulture & Forestry, Operations
Lisa Cerone, Rental Attendance II, Culture and Economic Development
Cynthia Szeto, Business Development & Event Coordinator, Culture and Economic Development
Hristina Giantsopoulos, Elections and Committee Coordinator

Regrets

Emma Girard, Communications Advisor, Corporate Communications & Community Engagement
Andrea Berry, Senior Manager, Corporate Communications & Community Engagement
Nikolas Dimitrakopoulos, York Regional Police
Cathy Molloy, Manager, Museum
Alida Tari, Manager, Access & Privacy

The meeting convened at 4:00 PM with Jim Sandiford in the Chair.

1. MINUTES OF THE October 10, 2019 MEETING

Moved By: Jim Sandiford
Seconded By: Susan Peterson

That the October 10, 2019 Santa Claus Parade Committee meeting minutes be adopted.

Carried

2. TRAFFIC PLAN

The Committee discussed final details relative to the traffic plan. Dennis King, Supervisor, Roads, confirmed that the traffic plan has been finalized and that crew cabs with trailers will be used to facilitate the hard road closures.

Rebecca Cotter, Manager Communications Operations & Events provided that the notification letters will be delivered door to door to affected citizens by City By-Law Officers.

The Committee inquired about Council Member attendance and their transportation logistics. Corporate Communications will report back to the Committee prior to parade day.

3. BANNERS

Michael Freethy confirmed that the Grand Marshal banner is in production and will be delivered to the Operations Department next week.

4. SPONSORSHIPS

The Committee discussed the additional sponsorship commitments from Kylemore and Tim Horton's and that these funds brought the total raised to \$15,000.

Meridian	\$2,500
TD	\$4,500
Mattamy	\$3,000
Kylemore	\$2,500
Tim Horton's	\$2,500
Total	\$15,000

There was additional discussion about food sponsorships. Michel Freethy advised that Tim Horton's will bring their promotional truck and supply refreshments at the end of the parade route. Susan Peterson advised that Garden Basket will not provide hotdogs this year.

The committee re-confirmed the following vehicles have been secured for the parade:

- 2 Red Kavanagh Roofing Trucks
- 8 Golf Carts from Angus Glen Golf Club
- 3 Honda vehicles
- 1 BMW

6. ADVERTISING

The Committee discussed the status of the advertising activities. Corporate Communications provided information on the following items relative to the parade:

- Advertising on the City website;
- Volunteer recruitment via the City website;
- Livestreaming;
- That it will be a Facebook event, and;
- Still photography of parade line-up for sponsor appreciation.

7. SANTA CLAUS FLOAT

The Committee reviewed details for sleigh and float pick up from 8100 Warden Avenue on November 22, 2019 and inquired whether the decorations have been ordered. Rebecca Cotter confirmed that the decorations and trees have been ordered and will be picked up by members of the Corporate Communications team.

There was discussion about the location of the Judge's Stand. Dennis King provided it is at Buttonville and will coordinate pick-up and delivery.

8. OTHER BUSINESS

Parade Line-Up

Chair, Jim Sandiford and Peter Still reported that the parade line-up has 60 items confirmed and will add approximately 20 more by November 14, 2019 when the line-up will be finalized and sent to Rebecca Cotter for inclusion onto the City website.

Access to Santa Claus Float and Reindeer

David Plant will facilitate access to the Santa Claus Float and Reindeer from the storage trailer at 8100 Warden and request that the trailer be used only for these items in the future.

Awards and Recognition

The Committee discussed inclusion of the Santa Claus Parade awards to a Council Meeting Agenda for January 2020. The Clerk's department will report back to the Chair with the time and date of the Council Meeting in which this will be included.

Parade Day Logistics

The Committee discussed the following in relation to parade day:

- Use of Museum for costume changes;
- Present on float to transport volunteer's shoes, and;
- Assistance for Santa on and off the float.

9. ADJOURNMENT

The meeting adjourned at 4:48 pm.