



**MINUTES**  
**MARKHAM SANTA CLAUS PARADE COMMITTEE**  
**ROTARY CLUBS OF MARKHAM**  
**Electronic Meeting**  
**September 6, 2022**

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**Attendance**

Jim Sandiford, Rotary Club of Markham Sunrise Inc. - Chair  
Peter Still, Markham Village Rotary Club  
Tina Martin, Markham Village Rotary Club  
Susan Peterson, Markham Village Rotary Club  
Jay Pak, Finance  
David Abraham, York Region Police  
Heather Cook, Markham Village BIA  
Eric Lizotte, Manager, Corporate Security  
Linda Stott, Senior Communications Advisor  
Renee Zhang, Supervisor, Corporate Communications  
Ryan McCluskey, Corporate Communications & Community Engagement  
Steven Dollmaier, Operations  
Lisa Cerone, Rental Attendance II, Culture and Economic Development  
Cynthia Szeto, Business Development & Event Coordinator, Culture and Economic Development  
Ceilidh Stringer, Economic Growth, Culture, Entrepreneurship  
Chris Rickett, Director Economic Growth, Culture, Entrepreneurship  
Hristina Giantsopoulos, Elections and Committee Coordinator

**CALL TO ORDER**

The first Santa Claus Parade meeting since 2019 convened at 4:00 PM with Jim Sandiford in the Chair.

The 2022 Markham Santa Claus Parade will take place on November 26, 2022 at 11:00 AM. This year the theme is “IMAGINE”.

**1. MINUTES OF THE November 10, 2019 MEETING**

Moved By: Eric Lizotte  
Seconded By: Steven Dollmaier

**That the Santa Claus Parade Committee meeting minutes of September 8, 2022 be adopted.**

**Carried**

## **2. TRAFFIC PLAN**

The Committee discussed the traffic plan, requirements to close off the parade route permitted in advance of the parade and how trailers or plows may be used to facilitate hard road closures. Steven Dollmaier and David Abraham to provide details at the next meeting.

Jim Sandiford to advise on potential alterations to the GO Train schedule.

## **3. BANNERS**

Committee Members will check for previous banners that may be in storage for use at this year's parade.

The Committee discussed the following ideas a Grand Marshall:

- Markham hockey player,
- July Black,
- A Markham nurse or doctor, health professional,
- The York Region Medical Officer of Health
- Member of Canadian Women's Hockey Team, and,
- Mayor's suggestion.

Additional considerations to be provided at the next meeting.

## **4. SPONSORSHIPS**

Ryan McCluskey advised that there is approximately \$12,5000 in sponsorship from York University, TD Bank and Tim Hortons so far and will provide confirmation of the additional sponsorships at the next meeting.

There was discussion on the sponsorship from Angus Glen Golf Course with respect to golf carts and they are programmed for use outside of the golf course.

Refreshments will be limited to offerings from Tim Horton's for participants and attendees.

## **5. ADVERTISING –CITY PAGES, WEBSITE, LIVESTREAMING**

The Committee discussed advertising on the City website and City Pages for details on the parade and volunteer solicitation.

There was a brief discussion on livestreaming and that the cost for last year's host was \$3500 (Lloyd Robertson).

Linda Stott, Ryan McCluskey and Renee Zhang will provide information on advertising opportunities and suggestions for a host for this year at the upcoming meeting

It was suggested that there be consideration to provide support to the Markham Food Bank at the parade. Ryan McCluskey will provide a contact.

**6. SANTA CLAUS FLOAT, SLEIGH, REINDEER**

The Santa Claus float, sleigh, reindeer are located at the Crupi Yard and will require transport by Crupi and Operations to the Museum for decoration the day before the parade.

**7. GRAND MARSHALL**

The Committee discussed the following ideas a Grand Marshall:

- Markham hockey player,
- July Black,
- A Markham nurse or doctor, health professional,
- The York Region Medical Officer of Health
- Member of Canadian Women's Hockey Team, and,
- Mayor's suggestion.

Additional considerations to be provided at the next meeting.

**8. THEME**

The 2022 theme is "IMAGINE".

**9. GOLF CARTS – ANGUS GLEN, HONDA VEHICLES, BMW**

Vehicle sponsorship will be provided from past participants, Angus Glen Golf Course, Honda and BMW to use for parade official transportation and for the parade line-up to carry Members of Council and VIPs.

Renee Zhang will assist with the coordination of the City float with Councillors.

**10. JUDGES STAND**

The judges stand is located at Buttonville Airport. Operations will provide assistance to bring it over to the parade site the day before the parade.

**8. ACCESS TO COMMUNITY CENTRE/MUSEUM**

The Committee requested assistance from staff to ensure that there is appropriate access to the Markham Village Community Centre and the Museum for participants and volunteers to get ready.

**9. ADJOURNMENT**

The meeting adjourned at 4:45 pm.