



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

Attendance

Jim Sandiford, Rotary Club of Markham Sunrise Inc. - Chair
Peter Still, Markham Village Rotary Club
Tina Martin, Markham Village Rotary Club
Cheryl Petruk, Markham Village Rotary Club
Susan Peterson, Markham Village Rotary Club
Alex Moore, Manager, Sr. Manager, Procurement & Accounts Payable
David Abraham, York Region Police
Eric Lizotte, Manager, Corporate Security
Maxine Roy, Manager, Corporate Communications
Linda Stott, Senior Communications Advisor
Renee Zhang, Supervisor, Corporate Communications
Ryan McCluskey, Corporate Communications & Community Engagement
Steven Dollmaier, Operations
Jon Angrove, Supervisor, Operations
Ceilidh Stringer, Economic Growth, Culture, Entrepreneurship
Chris Rickett, Director Economic Growth, Culture, Entrepreneurship
Hristina Giantsopoulos, Elections and Committee Coordinator

CALL TO ORDER

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

1. MINUTES OF THE SEPTEMBER 8, 2022 MEETING

Moved By: Steven Dollmaier
Seconded By: Linda Stott

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

Carried

2. TRAFFIC PLAN

Jon Angrove provided an update regarding the traffic plan and showed the map of the parade route to the Committee. He advised that the road closures will take place from 8:00 AM and begin at Highway 7 and Wooten Way going westward. Markham Road will be closed beginning at 9:30 AM from 16th Avenue, south to Highway 7. He further indicated that snowplows would be in place to help facilitate the road closures and maintain road safety.

The Committee discussed the GO Train schedule and noted that there is track maintenance that weekend and that as a result, no disruptions to the parade are expected.

York Region Police and Ambulance will also assist with traffic control. City staff are requested to notify York Region Transit and Metrolinx regarding the road closures.

The Committee requested that the City Parking Staff ease ticketing during the parade.

3. BANNERS

Ryan McCluskey to provide information regarding the type of banner and logo inclusions at the next meeting.

4. SPONSORSHIPS

Jim Sandiford advised that the parade require funding of over \$30,000 to cover the costs. He will also confirm if Kavanaugh Roofing will provide a vehicle to transport the Mayor along the route.

Linda Stott noted that there are sponsors lined up and that staff are in the process of reaching out to additional ones. A confirmed list of sponsors and details on what sponsorship includes will be brought to the next meeting.

The Committee discussed the provision of hot chocolate by the Tim Horton's on 17th Avenue and that donuts may also be provided.

5. ADVERTISING –CITY PAGES, WEBSITE, LIVESTREAMING

The Committee consented to call this the 48th Santa Claus Parade in consideration of the two years the parade did not take place due to the pandemic.

Linda Stott provided information regarding the following initiatives:

- That there will be a link to the Rotary webpage;
- Corporate Communications will confirm the Mayor's availability;

- That there will be advertising on E-News, Flickr album, social media in addition to City Pages, The Markham Review, The Economist & Sun, and The Thornhill Sun;
- Corporate Communications will provide advertising posters for the community centers and libraries;
- 407 Marquee messaging will be created and posted in advance of the parade; and,
- That Destination Markham will be provide the event information to advise visitors and residents.

6. SANTA CLAUS FLOAT, SLEIGH, REINDEER

The Chair indicated that Crupi & Sons are storing the Santa Claus float, sleigh and reindeer at their Scarborough location. City staff will be permitted on the Crupi site to decorate the float the day before the parade. He also noted that decorations will be provided by Valleyview Gardens on Reesor Road and that additional donations are needed.

The Chair will check on the trailer and condition of the reindeer that are stored at 8100 Warden Avenue with the assistance of Eric Lizotte who will locate the trailer key to obtain access.

7. GRAND MARSHALL

Jim Sandiford suggested Joe Bowen, Toronto Maple Leaf Announcer be the Grand Marshall and will confirm his availability at the next meeting.

Cheryl Petruk indicated she could provide a driver for the Grand Marshall.

8. THEME

The 2022 theme is “IMAGINE”.

A band has not been reserved.

Peter Still sent invitations to a number of community groups and is waiting to hear back. An updated list will be forthcoming at the next meeting.

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

Ryan McCluskey will work on securing the following vehicles:

- 10 golf carts from Angus Glen Golf Club;
- 1 BMW;
- 2-3 Honda Big Reds

10. JUDGES STAND

The judge's stand is located at Buttonville Airport. Steven Dollmaier will arrange to move the judges stand to the parade site.

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. Ceilidh Stringer and Eric Lizotte to provide an update and provide any requirements in this regard.

9. LIVE STREAMING

Maxine Roy, Manager, Communications indicated that while the event will not be live streamed, it will be shared on social media. Short clips of parade highlights will be posted, similar to the ones made during the Canada Day celebrations.

10. VOLUNTEERS

Jim Sandiford advised that there is a need for volunteers for the parade mascots. Staff were requested to provide details on volunteer recruitment.

11. OTHER BUSINESS

Corporate Communications to prepare a letter for residents along Main Street impacted by the road closures.

The Committee will discuss the feasibility of a VIP breakfast and report back.

12. ADJOURNMENT

The meeting adjourned at 4:45 pm.