



## ROTARY CLUBS OF MARKHAM

### MARKHAM SANTA CLAUS PARADE COMMITTEE

Thursday, January 12, 2023 at 4:00 pm  
Electronic Meeting via Zoom

#### AGENDA

##### **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/1160 Female YRP  
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  
Cynthia Szeto  
Amanda Sexton  
Marco Peri

Convened 4:04 PM

#### **1. MINUTES OF THE November 3, 2022 MEETING**

Moved By: cheryl  
Seconded By: stehend

**That the Santa Claus Parade Committee meeting minutes of November 3, 2022 be adopted.**

#### **2. POST EVENT DE-BRIEF**

- a. What went well
- b. Overall parade was a success with over 700 members of the public in attendance
  - i. Decoration of floats
  - ii. Working together with Rotary Club and

1. **Very important**
  2. **Create critical path document next year – timelines and action items**
  3. **Length of parade was shorter than previous years – several bands withdrew**
  4. **Jim to assist chair. Susa and Cheryl to co chair next year**
- 3.
- 1.
  - b. **Things to improve on next year**
  - c. **Recognition Awards – General Committee January 24, 2023**
4. **TRAFFIC PLAN**
- a. **Evaluation – good plan**
  - b. **Notification to local businesses and residents**
    - i. Put more signs up next year increase the awareness
    - ii. Work with GO Transit to ensure no intruptions....
    - iii. Metrolinx – requests notification in early August 0 Committee/Corp Comm will

Committee discussed overall success

Mingay and Fincham –

Next year and go back to original plan – bigger permiter.

Overall road closure were well received. Rolling closurers helpwed minimize inconvenience and ensur road safety for participants and attendees.

4. **SPONSORSHIPS/BANNERS/**

**b. Budget Jim will prepare a financial statement to show account reeivable/payables expenses...**

Ryan was commended for an amazing job in securing sponsorship

Ryan was also a judge! Thanks to him

York University	Confirmed	Parade Partner Sponsor	\$2,500.00
Tim Hortons	Confirmed	Parade Partner Sponsor	\$5,000.00
TD	Confirmed	Parade Partner Sponsor	\$5,000.00
Minto Communities	Confirmed	Parade Partner Sponsor	\$1,500.00
Water Babies	Confirmed	Parade Partner Sponsor	\$1,500.00

Ceilidh: there was a carryong banner 48<sup>th</sup> annual santa parade banner is at the museum

Renee REQUESTED that the banner

The grand marshal banner went to grand marhall as a souvenir Joe Bowen...had covid this year and maybe will do it next year....

Maxine: had to purchase 2 poles.... One is at the musiem and there is another is with John Angrove at Operations Sign Shop - reunite the poles and keep in the trailer

\_Note: Parade participants: accommodate the size of the banner. The banners are too wode for / give sponsors a maximum measurement

-prepare a participant guideline for banners, float stipulations, safety guidelines,

I've provided parade participants what the float and participation may consist of – within a range of guidelines in what float can and can't be made sure.....provide an executive summary page referring to specific sections of the parade guide. Corp comm may assist rotary club with a parade guide update for 2023.

-Peter/Jim S to send to Jon Angove

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Sponsors want a chance to interact with the crowd. A village could be considered for next year – need to plan the location and accessibility.

Look at positioning of judges table, and potential vendor village venue, farmers market, to capitalize on attendees opportunity, having a breakfast/social event at the beginning area of the parade, gives the sponsors/dignitaries a chance to get together, muffins and coffee... sets the sense of community for the event great value add for next year.

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Suggest a breakfast at the Markham village community centre as a central meeting location in isolation of the road closures.

Jon Angove: if we want to run a winter village : change location of parade to enterprise – 4 lane road Panam for breakfast and traffic may be less impeded and no train tracks and no regional roads. University Ave line up the floats, and run towards Birchmount and huge parking lot to disembark... challenge to close ideas.... May not be feasible a thought.

Thanked everyone for their

## 5. **ADVERTISING**

### **a. Amount of advertising received:**

**(I didn't get anything from Ryan of eco development)**

**Maxine: Thanked Jim for \$500 media digital promotions**

**-want to increase advertising and opps for live streaming**

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

Andy Taylor and Jim spoke, purchasing new reindeer.....

Could be in range of \$50k need to invest in new reindeer.....approximately 8 years ago  
Unionville HS. Refurbished the reindeer 8 years ago

There is no parade budget for this, expenditures were lower this year. Jim asked Andy for consideration to provide funding for new reindeer

Long and McQuade – will set up the sound system in 2023 to improve the sound. Couldn't really hear Santa giving the hohoho's

## 7. **GRAND MARSHALL**

**-Ideas – Joe Bowen....2023 he had covid this year. A princess character attend in the grand marshall vehicle. Miss teen...**

**Maybe use the same banner and change the date.**

## 8. **THEME**

**-Ideas**

**Jim can provide a history of themes in prep for selecting next years themes. Tima and Cheryl will provide a short list to present 5**

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

**Miss Teen Canada was in the float at the last minute – due to Joe Bowen ill  
-assign vehicles in advance and be part of the critical path so that everyone knows their part.**

**And employ radios/ or use phones**

**Whatsapp group for parad organizers for next year to be in contact with everyone to communicate**

**10. JUDGES STAND  
-location**

**11. ACCESS TO COMMUNITY CENTRE/MUSEUM  
-costumes – all came at once, worked out,**

**Ryan: sponsors vendor village may be worth considering or net year too. Having the vendor village at museum may be feasible.**

**12. LIVE STREAMING**

Previous parade had live stream. Want to increase advertising for 2023

**13. VOLUNTEERS**

**14. ADJOURNMENT**

The meeting adjourned at XX:XX PM.

July sub committee

September restart unless