



ROTARY CLUBS OF MARKHAM

MARKHAM SANTA CLAUS PARADE COMMITTEE

Thursday, October 4, 2023 at 2:30 pm
Electronic Meeting via Microsoft Teams

Minutes

Attendance:

Tina Martin, Markham Sunrise Rotary Club - Co-Chair
Cheryl Petruk, Markham Sunrise Rotary Club – Co-Chair
Jim Sandiford, Markham Sunrise Rotary Club
Eric Lizotte, Manager, Corporate Security
Cynthia Szeto, Markham Museum,
Linda Stott, Senior Communications Advisor
Ryan McCluskey, Corporate Communications & Community Engagement
Jon Angrove, Supervisor, Operations
Steven Dollmaier, Operations
Ceilidh Stringer, Economic Growth, Culture, Entrepreneurship
Melissa Ho, Coordinator, Corporate Communications
Maxine Roy, Manager, Corporate Communications
David Flood, York Regional Police
Koby Yung, Coordinator, Special Events, Corporate Communications
Hristina Giantsopoulos, Elections and Committee Coordinator

1. CALL TO ORDER

Tina Martin, Co-chair, called the meeting to order at 2:32 PM.

2. MINUTES OF THE SEPTEMBER 7, 2023 MEETING

Moved By: Cheryl Petruk
Seconded By: Jim Sandiford

That the Santa Claus Parade Committee meeting minutes of September 7, 2023 be adopted.

Carried

3. PARADE PLAN

City staff advised that the plan is near complete and very similar to the one from last year's parade. Additional details to be provided at the next meeting.

Jim will contact the costume rental contact who has committed to providing costumes for volunteers to walk the parade with as in previous years.

4. TRAFFIC PLAN

Jon Angrove indicated that Metrolinx is reviewing the parade plans and that the traffic plan is very similar to the one from last year. Rene Zhang will follow up with Metrolinx regarding their response to GO Station logistics:

- i. Will the GO Station remain open in the morning of the parade;
- ii. How will people get to the station during the parade;
- iii. How will parade goers be impacted;
- iv. Where will parking be located for parade goers and transit passengers;

Renee will also work on the road closure notification letter that will be sent to people who live in road closure affected area. Additionally, all parade information will be available on the City website. She will also apply for the road closure permits and can obtain a Certificate of Insurance from Tina Martin or Jim Sandiford.

Maxine Roy provided an update regarding event and parking signage that will be posted around the parade area. Operations will place Road Closure and Detour signage at designated locations as per the Traffic Plan.

5. SPONSORSHIPS/BANNERS

Maxine confirmed that the cost of a new banner is \$1,610 and does not include delivery. There can be images printed on both sides for the parade and the BIA for use as needed, preferably without a date so that they can last a longer period of time. The Committee consented to proceed with a new banner as indicated. Jim advised that there is funding available for 50% of the cost. It was discussed that a separate parade banner for sponsors will be made once all sponsor names are confirmed.

Three banners are required for the parade:

- 1 Main Street banner to be shared with the BIA
- 1 Parade theme and sponsor banner
- 1 Grand Marshall banner (Joe Bowen)

Ryan McCluskey noted that there will be sponsorship vehicles from Honda, Don Valley North Lexus and 10 golf carts from Markham Green and that they will be available for use along the parade route, transporting VIPs and the Grand Marshall. Jim will reach out to Cavanaugh Roofing for use of the truck for the mayor.

Ryan also provided an update regarding sponsorship and that \$23,500 has been raised.

Jim will confirm what sound equipment will be provided by Long and McQuade and if a volunteer is required to work the equipment on parade day.

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6. ADVERTISING/ PARADE DAY CAPTURES

Linda Stott will begin promoting the event through a digital campaign in light of the recent discontinuance of paper advertising.

Instagram stories will be created by the Corporate Communications team on parade day

7. SANTA CLAUS FLOAT, SLEIGH, REINDEER

The Santa float, cloths and reindeer will be inspected and the need for new supplies will be assessed by Tina and Cheryl.

8. GRAND MARSHALL

Joe Bowen will be the Grand Marshall and parade staff will get Joe to the start point along Markham Rd and Hwy 7.

9. JUDGES STAND

The Committee consented to place the judge's stand at the Second Cup on Hwy 7. Jon will pick up judge stand and take to this location.

Ryan will ask sponsors to be judges. There will be no MC.

10. ACCESS TO COMMUNITY CENTRE/MUSEUM

The Costumes will be dropped off at the Community Centre before the parade, where the volunteers can get changed. Their shoes will be sent to the Museum for changing after the parade. Eric Lizotte will confirm that the buildings will be open and locked accordingly. Renee confirmed that the rooms have been secured for the day of the parade.

11. VOLUNTEERS

Tina will provide volunteer waivers for legal review and noted that volunteers under 16 years old require a parent signature.

15. Next meeting, Thursday November 2, 2023 at 2:30 PM

1. ADJOURNMENT

The meeting adjourned at 3:24 PM.