



## **ROTARY CLUBS OF MARKHAM**

### **MARKHAM SANTA CLAUS PARADE COMMITTEE**

**Thursday, September 7, 2023 at 3:00 pm**  
**Electronic Meeting via Zoom**

#### **MINUTES**

##### **Attendance:**

Tina Martin, Markham Sunrise Rotary Club - Co-Chair  
Cheryl Petruk, Markham Sunrise Rotary Club – Co-Chair  
Jim Sandiford, Markham Sunrise Rotary Club  
Susan Peterson, Markham Sunrise Rotary Club  
Peter Still, Volunteer  
Eric Lizotte, Manager, Corporate Security  
Cynthis 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  
Hristina Giantsopoulos, Elections and Committee Coordinator

#### **1. CALL TO ORDER**

The meeting convened at 3:04 PM with Tina Martin presiding as Chair. It was noted that Cheryl Petruk and Tina Martin are co-chairs as Jim Sandiford has stepped down from the role.

The Committee thanked Jim Sandiford for his commitment and work over the years as the Chair and look forward to his continued support.

#### **2. MINUTES OF THE January 12, 2023 MEETING**

**Moved By:** Jim Sandiford

**Seconded By:** Eric Lizotte

That the Santa Claus Parade Committee meeting minutes of January 12, 2023 be adopted.  
**Carried**

#### **3. PARADE THEME 2023 – CREATE HOPE IN THE WORLD**

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#### **4. PARADE PLAN**

**Renee – email/list linda and renee to work on drafting the plan to share with committee... as necessary ask renee and linda and jon/steven for plans**

#### **5. TRAFFIC PLAN**

Jon Angrove indicated that the traffic plan will be similar to last year's plan and that there has been communication with Metrolinx to ensure safety and minimal disruptions at the rail crossing. YRT and TTC will be notified and rerouted to accommodate the parade route.

Staff noted that residents and businesses will be notified

#### **4. SPONSORSHIPS/BANNERS**

Ryan McCluskey advised that this year's goal was set at \$17,825 and so far there is \$23,500 in sponsorship funds. Tim Hortons is the presenting sponsor for this year's parade.

A new banner should be purchased and Rene to see if they can share cost with Markham BIA

#### **5. ADVERTISING**

City page, economist and sun, city websit, a month before the parade, theme, etc. Linda: we have monthly city page ads now. Amount of advertising received  
Peter will send out invitations for participation and advertising solicitation. Linda will reserve spots in City ads, and Jim will coordinate a radio spot. (linda – we need the plan)

Linda - Rotary tem built website and city sent people to it via URL link

John from rotary will assist markhamsunriserotary@gmail.com

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

They are in the trailer, and need new Santa float. Jim has key to float. Eric is point of contact to enter the trailer. Jim will call Crupi re float prep and transportation and bring back to the trailer. Do we need cosmetic work for reindeer?  
Need sound system. Long and McQuade. They will set it up. Check what decorations, materials are required for this year.

#### **7. GRAND MARSHALL**

**Joe Bowen, he would love to do it this year. Can use the old banner with change in the year.**

**8. TRANSPORTATION**

**9. JUDGES STAND  
-Location**

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

**12. LIVE STREAMING**

**13. VOLUNTEERS**

Need volunteers for event and Santa float decorations.

New members  
Steve Galonomos  
Sergeant #1240  
1240@yrp.ca  
York Regional Police

Sergeant David J. FLOOD #1451  
York Regional Police  
1451@yrp.ca

Brandon Vig #2444  
Public Safety Unit  
York Regional Police  
2444@yrp.ca

**6. PARADE DATE – Saturday November 25, 2023**

**7. MEETING TIME**

**14. ADJOURNMENT**

The meeting adjourned at 4:59 PM.