



ROTARY CLUBS OF MARKHAM

MARKHAM SANTA CLAUS PARADE COMMITTEE

**Thursday, November 2, 2023 at 2:30 pm
Electronic Meeting via Microsoft Teams**

MINUTES

Attendance:

Cheryl Petruk, Markham Sunrise Rotary Club – Co-Chair
Jim Sandiford, Markham Sunrise Rotary Club
Linda Stott, Senior Communications Advisor
Ryan McCluskey, Corporate Communications & Community Engagement
Jon Angrove, Supervisor, Operations
Ceilidh Stringer, Economic Growth, Culture, Entrepreneurship abs
Melissa Ho, Coordinator, Corporate Communications
Maxine Roy, Manager, Corporate Communications
David Flood, York Regional Police Warren Owen, YRP
Koby Yung, Coordinator, Special Events, Corporate Communications
Heather Cooke
Lisa Cerone, Markham Museum
Alex Moore, Senior Manager, Procurement
Hristina Giantsopoulos, Elections and Committee Coordinator

Regrets:

Tina Martin, Markham Sunrise Rotary Club - Co-Chair
Eric Lizotte, Manager, Corporate Security
Steven Dollmaier, Operations
Cynthia Szeto, Markham Museum

1. CALL TO ORDER

Cheryl Petruk called the meeting to order at 2:34 PM.

2. MINUTES OF THE October 4, 2023 MEETING

Moved By: Jim Sandiford
Seconded By: Susan Peterson

That the Santa Claus Parade Committee meeting minutes of October 4, 2023 be adopted.

Carried

3. PARADE PLAN AND PARTICIPANTS

The Committee discussed the parade plan and noted that many groups and participants from last year will participate again this year.

4. TRAFFIC PLAN

Staff confirmed details of the traffic plan, including specifics surrounding the road closures. It was noted that the plan is with York Region and expected to be approved shortly.

Staff further commented that the notification letters will be sent to affected residents and businesses advising of the parade, road closures and alternates.

5. SPONSORSHIPS/BANNERS

Staff provided the following information regarding fundraising and sponsorships:

- There is \$23,500 in sponsorship funds committed to date.
- That sponsorship funds have been used to pay various parade expenses.
- That the theme and sponsor banners have been created and operations will bring them to the parade site to be hung and carried by parade participants.
- That BMW will provide a convertible and a driver.
- That Weins/Lexus will provide vehicles for use on parade day.
- That Markham Green is unable to provide golf carts this year, but may be available in the future at a fee due to insurance requirements.
- That golf carts will have to be rented this year and will need to be a budget consideration in the future.
- That Masters Golf Cart is providing golf carts at a cost of \$2,800 which includes delivery and pick up. They will be delivered Friday and picked up on the Monday.

6. ADVERTISING & SOCIAL MEDIA

Staff advised that advertising and parade notifications began on November 1, at City owned assets, the City website and social media. Radio ads will begin just over a week before the parade.

7. SANTA CLAUS FLOAT, SLEIGH, REINDEER, COSTUMES

Staff confirmed that there are many volunteers to go to Crupi's yard and decorate the floats. Crupi and City operations vehicles will be used to transport them to Markham Road and Hwy 7. It was also confirmed that Parks/Operations will build a float for the Councillors and that City By-law officers will assist to transport participants to parade starting point.

It was confirmed that the costume logistics are on track and the supplier will deliver them as planned to the community center.

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8. GRAND MARSHALL

The Committee discussed how to get Joe Bowen from the Veterans Hall, to the VIP Breakfast and to the parade starting point.

9. TRANSPORTATION

Renee advised that she is coordinating vehicles to assist with transportation of participants.

10. JUDGE'S STAND

There was discussion regarding the judge's stand and that it may not be available for the parade. The Committee decided on an alternative solution which involved judges standing in the area of the Second Cup on Hwy 7 to make their evaluations. Ryan confirmed that he will follow up with sponsors on whether they are available to be a judge.

10. ACCESS TO COMMUNITY CENTRE/MUSEUM

Eric Lizotte will be asked to confirm details regarding availability and access to the Community Centre and to the Museum.

12. PRE-PARADE VIP BREAKFAST

All sponsors, Councillors, Mayor, any additional VIPs will be invited to the breakfast which will be located at the Markham District Veterans Association at 7 Washington St.

13. VOLUNTEERS

The Rotary Club indicated that they are organizing the volunteers.

14. ADJOURNMENT

The meeting adjourned at 3:14 PM.