



**DOORS OPEN MARKHAM 2024
ORGANIZING COMMITTEE**

MINUTES

**Electronic Zoom Meeting
February 7, 2024**

Attendance

Present

Andrew Fuyarchuk
Bowie Leung
Jude Mahmoud
Agatha McPhee
Kenneth Ng
Ken Steinberg
Domenica Tang
Councillor Reid McAlpine
Regional Councillor Alan Ho

Regrets

Yat Chi Ling
Bryan Frois, Office of the CAO
Regan Hutcheson, Manager Heritage
Planning
Chris Rickett, Director, Economic Growth,
Culture and Entrepreneurship
Maxine Roy, Manager, Corporate
Communications

Staff

Audrey Bouman, Corporate Communications
Renee Zhang, Manager, Corporate &
Community Events
Bev Shugg Barbeito, Committee Clerk

1. CALL TO ORDER

The Doors Open Markham 2024 Organizing Committee was called to order at 5:35 PM with Agatha McPhee serving as Chair.

2. CHANGES OR ADDITIONS TO THE AGENDA

The agenda was accepted as distributed.

**3. ADOPTION OF THE MINUTES OF THE DOORS OPEN MARKHAM 2024
ORGANIZING COMMITTEE MEETING HELD ON JANUARY 11, 2024**

It was

Moved by Agatha McPhee
Seconded by Regional Councillor Alan Ho

That the minutes of the Doors Open Markham 2024 Organizing Committee meeting held on January 11, 2024 be adopted as distributed.

CARRIED

4. MATTERS ARISING FROM THE MINUTES

(a) Event Sites

It was reported that a number of sites have confirmed their participation or have indicated strong interest; please see Appendix A for the updated list.

A new site, the E. J. Sand Public School on Henderson Avenue in Thornhill was proposed. The school is actually the site of an aboriginal village which features lodges and elaborate exhibits. Ken Steinberg will speak with Councillor Irish and Board of Education officials, and then report back to the Committee on the feasibility of including this site.

It was also suggested to consider the Cathedral of the Transfiguration, and the Markham Civic Centre.

The Committee agreed that potential Doors Open Markham sites must confirm their participation by February 29, 2024.

It was noted that 2024 marks the anniversary of a number of special events; reference to them could be included in the information about the Doors Open Markham sites.

(b) Budget

Renee Zhang reported that HST is charged to the budget and that a surplus may not be carried forward to a future year; as a result, the Committee agreed to reduce the amount designated as “Contingency” from \$500 to \$200.

Renee Zhang left the meeting at 6:05 pm.

Audrey Bouman reviewed a draft Marketing and Communications budget for items of the draft communications plan presented previously: Paid Social Media @ \$2,000; mobile Signs @ \$1,600 (\$200/ward x 8 wards); Print Signs @ \$200, and Brochures @ \$1,282. Corporate Communications suggested that there is an opportunity to consider digital brochures, which would reduce the cost allocated to brochures and thereby allow larger allocations for other communications initiatives. Committee members discussed this opportunity but felt that printed brochures were still required. It was suggested that a nominal amount of 500 brochures be printed; Corporate Communications will obtain quotes.

The Committee discussed Other Miscellaneous Expenses such as t-shirts for volunteers, water for volunteers on the day of the event, and refreshments at the orientation session. It was noted that T-shirts may be expensive; Regional Councillor Alan Ho advised that he may be able to supply a small number of t-shirts. The Committee discussed other options such as stickers or reusable City of Markham Event Volunteer vests. Staff will be advised that the Committee is considering alternatives to t-shirts, investigate options, and report back to the Committee.

(c) Draft Communications Plan

Audrey Bouman reviewed proposed budget amounts for the various items for the high level draft communications plan presented previously. It was agreed that Chair Andrew Fuyarchuk and Vice Chair Kenneth Ng will serve as the Corporate Communications contacts with the Committee so that Corporate Communications may ask them to give approval on behalf of the Committee for communications items, rather than waiting to secure approval from the Committee as a whole at a monthly meeting. The Committee agreed to use the same brand identifier as was used in 2019, which had been updated to present larger images. Corporate Communications hopes to show the Doors Open Markham website to the Committee at the March meeting; therefore, copy for site descriptions would be appreciated by early March; copy should be a maximum of 350 words and may be accompanied by up to six photos.

(d) Roles and Responsibilities

Audrey Bouman briefly reviewed the document in order to confirm the discussions held at the previous meeting. Staff will now finalize the document.

The Committee raised the topic of Insurance; staff will investigate and report back to the Committee.

5. NEW BUSINESS

Event Day Coverage – At the March meeting, Committee members will be assigned to cover certain Doors Open Markham sites on the event day.

Indigenous speaker – It was suggested to begin researching potential speakers soon.

6. OTHER BUSINESS

None was identified.

7. NEXT MEETING

The next meeting of the Doors Open Markham 2024 Organizing Committee is scheduled for Wednesday, March 6, 2024 at 5:30 p.m., via Zoom.

8. ADJOURNMENT

The Doors Open Markham 2024 Organizing Committee adjourned at 7:10 PM.

APPENDIX A

TENTATIVE SITES INCLUDING HERITAGE SITES

UPDATED FEBRUARY 7, 2024

Registration closes March 31st

1. Heintzman House	
2. Markham Village Train Station	Confirmed
3. Unionville Train Station Stiver Mill	
4. (Stiver House – Main Street Unionville)	
5. Old Curiosity Tea Shop (Main Street Markham)	
www.cuppa.ca	
https://www.instagram.com/markhamtearoom/?hl=en	
6. Old Markham High School	Interested
7. Varley Art Gallery and MacKay Art Gallery	Confirmed
8. Thornhill Village Branch Library	Interested
https://markhampubliclibrary.ca/locations/tv/	
9. Heritage Estates Markham	
10. Fire Station (across from Markham Village Train Station on Main Street)	Confirmed
11. Markham Museum	Confirmed, requested follow up in March
12. IBM lab	In contact with R. Zhang
13. Venture Lab	In contact with R. Zhang
14. Semi-Conductor	In contact with R. Zhang
15. E. J. Sand Public School, Thornhill	Ken Steinberg to investigate