



**DOORS OPEN MARKHAM 2024
ORGANIZING COMMITTEE**

MINUTES

**Electronic Zoom Meeting
May 1, 2024**

Attendance

Present

Andrew Fuyarchuk
Bowie Leung
Agatha McPhee
Ken Steinberg
Dominica Tang
Regional Councillor Alan Ho

Staff

Audrey Bouman, Corporate Communications
Kisha Powell, Corporate Communications
Regan Hutcheson, Manager, Heritage
Planning
Renee Zhang, Manager, Corporate &
Community Events
Bev Shugg Barbeito, Committee Clerk

Regrets

Yat Chi Ling
Jude Mahmoud
Kenneth Ng
Councillor Reid McAlpine
Bryan Frois, Office of the CAO
Chris Rickett, Director, Economic Growth,
Culture and Entrepreneurship
Maxine Roy, Manager, Corporate
Communications

1. CALL TO ORDER

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

2. CHANGES OR ADDITIONS TO THE AGENDA

The agenda was accepted with the following additions:

- Volunteer orientation/training

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

It was

Moved by Andrew Fuyarchuk
Seconded by Agatha McPhee

That the minutes of the Doors Open Markham 2024 Organizing Committee meeting held on April 3, 2024 be adopted as distributed.

CARRIED

4. MATTERS ARISING FROM THE MINUTES

(a) Event Site Descriptions

Audrey Bouman advised that photos and descriptions have been received for all event sites. She reported that two event sites which the Committee believed to have confirmed their participation, in fact had not done so. Audrey Bowman recommended that the Committee reach out to all event sites to confirm (i) they are still able to participate, (ii) whether they require pre registration and if so provide the registration link so the website could be updated, (iii) how many volunteers might be needed, and (iv) remind them that Doors Open Markham is taking place on June 8, 2024 from 10 am to 5 pm; Andrew Fuyarchuk will contact the event sites. The Committee discussed the process for event site applications; Ken Steinberg, Agatha McPhee, and Audrey Bowman will develop a process, to be reviewed by the Committee.

(b) Draft Communications Plan

Audrey Bouman advised that she will be supporting other projects on a temporary basis; she introduced Kisha Powell and advised that Kisha will now support the Doors Open Organizing Committee. Audrey Bouman reported that one mobile sign will be located in each City of Markham ward for the month between May 8 and June 8, 2024. Some paid social media promotions will also run for the same period. The Doors Open Markham 2024 event will also be promoted on the digital electronic signs located at the Markham Civic Centre and community centres, via the “on hold” messaging, website updates, and posters provided to all Markham community centers and libraries, for posting within their facilities. It was reported that the Doors Open Markham 2024 brochure is almost finalized.

Audrey Bouman reported that one large sign with a unique QR code will be ordered for each event site; the sign may be placed at the front door of the site so that the Doors Open Markham greeters are able to scan the QR code for attendees or give them a paper copy if that is what they prefer. In addition, four new signs with the updated branding and the sponsor logo, have been ordered for each location. Doors Open Markham has permission to use former signs as necessary, so, where needed, those signs will be used.

Audrey Bouman reported that the budget is on track.

Regional Councillor Alan Ho advised the t-shirts will be available very soon.

(c) Event Day Coverage (Logistics)

The Committee reviewed the site assignments for Committee members on the day of the Doors Open Markham 2024 event. Regional Councillor Alan Ho advised that he could assist at the Varley Art Gallery. The Committee discussed having a “floater” Committee member, i.e. someone who could bring extra supplies or reassign volunteers as needed; Kenneth Ng will serve in this capacity. Please see Appendix A for the list of assignments.

Audrey Bouman advised that the call for volunteers has been posted and that the application deadline was set as May 20, 2024. Volunteer recruitment posters will be distributed to community centers at the same time as the promotional posters. A mandatory volunteer orientation session has been scheduled for the evening of June 5, 2024 in the Canada Room, Markham Civic Centre.

The Committee discussed the number of volunteers that might be needed. In addition to staff of the event site, it was suggested that at least two volunteers would be needed at each site; however, some volunteers might not be able to devote an entire day and in that case, more than two volunteers per site would be needed. To cover the ten event sites, it was agreed that 30 – 40 volunteers should be recruited.

Audrey Bouman advised that she and Kisha will find out the number of registered volunteers to date in order to gauge whether it is necessary to recruit others. Before the June 5th orientation meeting, Kenneth Ng and Andrew Fuyarchuk will contact the volunteers, assign them to an event site, and provide contact information for the site supervisor.

On June 5, Committee members may pick up the signs for their assigned sites, hard copies of Doors Open Markham brochures, tracking sheets, a case of water, and t-shirts for the volunteers. It was agreed that that water will be provided but volunteers will bring their own snack and/or lunch. Signs, which have been signed out, can be returned by the site supervisors at a date after the Doors Open Markham event.

Regan Hutcheson will draft a short visitor survey; the results could provide useful information when planning future events. He will investigate the feasibility of both electronic and paper versions.

5. NEW BUSINESS

Volunteer Orientation

The Committee discussed the role of volunteers as that of a “Doors Open Ambassador”; volunteers will be reminded they are ambassadors of Doors Open, the Doors Open Markham 2024 event, the City of Markham, and less importantly, the Doors Open Markham 2024 Organizing Committee. Ambassadors will provide front line customer service to visitors who are entering an event site, distribute brochures and other information material, and answer questions. There may also be other responsibilities at a given event site depending on its needs.

The Committee discussed the orientation session to be held on June 5th. Renee Zhang recommended that generic information be shared at the beginning of the meeting; she will discuss this with Andrew Fuyarchuk. Expectations for the day and availability on the day of the event will be discussed; it was recommended that volunteers arrive at their assigned site thirty minutes before the event start time of 10:00 am.

Ken Steinberg and Andrew Fuyarchuk presented a volunteer orientation document and PowerPoint presentation they had prepared. Topics covered included (i) What is Doors Open?; (ii) What can you expect?; (iii) What are your responsibilities?; and (iv) What do you

need to do to have a successful day? The Orientation presentation was extremely well received. Committee members offered suggestions, including adding slides relating to accessibility expectations, and deleting references to standing during the event. Ken Steinberg and Andrew Fuyarchuk will email the documents to Committee members and incorporate any feedback prior to the June 5th Orientation meeting.

Committee members discussed including messages and checklists in the WhatsApp, in order to help the volunteers.

Marketing Goods and Services

The Committee discussed whether to allow private individuals or companies to market goods and services at a Doors Open Markham event site. The decision was made to not allow this practice for this year; the Committee will discuss this at a future meeting and make a decision for future Doors Open Markham events.

6. OTHER BUSINESS

None was identified.

7. NEXT MEETING

The next meeting of the Doors Open Markham 2024 Organizing Committee is scheduled for Wednesday, June 5, 2024 at 5:30 p.m., in person, Canada Room, Markham Civic Centre. The Committee meeting will be immediately followed by the Volunteer Orientation/Training session at 6:30 p.m.

8. ADJOURNMENT

It was

Moved by Andrew Fuyarchuk

Seconded by Agatha McPhee

That the Doors Open Markham 2024 Organizing Committee adjourn at 7:15 PM.

CARRIED.

APPENDIX A

CONFIRMED EVENT SITES

UPDATED MAY 1, 2024

Event Site	Committee Member (responsible for site on day of event)
1. Heintzman House	Ken Steinburg
2. Unionville Train and Station Stiver Mill 3. Stiver House – Main Street Unionville	Councillor Reid
4. Varley Art Gallery and 5. McKay Art Gallery	Dominica Tang and Bowie Leung Regional Councillor Alan Ho
6. Thornhill Village Branch Library https://markhampubliclibrary.ca/locations/tv/	Agatha McPhee
7. Heritage Estates Markham	Regan Hutcheson
8. Markham Village Train Station 9. Fire Station (across from Markham Village Train Station on Main Street)	Andrew Fuyarchuk
10. Markham Museum 11. “Floater”	Kenneth Ng