



ROTARY CLUBS OF MARKHAM

MARKHAM SANTA CLAUS PARADE COMMITTEE

**Thursday, January 11, 2024 at 3:00 pm
Electronic Meeting via Microsoft Teams**

Minutes

Attendance:

Tina Martin, Markham Sunrise Rotary Club - Co-Chair
Cheryl Petruk, Markham Sunrise Rotary Club – Co-Chair
Susan Peterson, Markham Sunrise Rotary Club
Jim Sandiford, Markham Sunrise Rotary Club
Linda Stott, Senior Communications Advisor
Eric Lizotte, Manager, Corporate Security
Renee Zhang, Manager, Corporate Communications
Maxine Roy, Manager, Corporate Communications
Ryan McCluskey, Corporate Communications & Community Engagement
Hristina Giantsopoulos, Elections and Committee Coordinator
Steven Dollmaier, Operations

Regrets:

Cynthia Szeto, Markham Museum
Jon Angrove, Supervisor, Operations
Ceilidh Stringer, Economic Growth, Culture, Entrepreneurship abs
Melissa Ho, Coordinator, 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

1. CALL TO ORDER

Co-Chair Tina Martin called the meeting to order at 3:07 PM.

2. MINUTES OF THE November 2, 2023, MEETING

Moved By: Stephen Dollmaier
Seconded By: Eric Lizotte

That the Santa Claus Parade Committee meeting minutes of November 2, 2023 be adopted.

Carried

3. PARADE DEBRIEF

a. What went well?

The Committee noted that overall, the parade was a big success, and that the VIP breakfast will be provided again next year. The York Region Police and City staff provided great service in relation to the traffic control and road closures.

b. What can be done better?

There was a discussion regarding lessons learned from this past parade to ensure improvements in these areas for the 2024 parade:

- The multiple GO train interruptions and safety concerns.
 - Tina and Renee to follow up with Metrolinx on the feasibility of altering the schedule to accommodate the parade route for 2024 and to have more people to help with track safety during the parade.
- Golf cart rental
 - There is a need for an increased number of golf-carts as they were very helpful in moving people and costumes from place to place.
- Road closure vehicles
 - Obtain larger vehicles to block the roads to prevent vehicles from crossing such as snowplow equipment.

c. Future considerations

The Committee discussed the following considerations for the 2024 parade for review at the September 2024 meeting:

- Whether there is a need for judges to provide evaluations on float categories.
- Communications to solicit parade participants to increase diversity of performances and groups.
- Signage to identify the end of the parade route.
- Recruit additional volunteers to assist with the building and decorating of the Santa and other floats.
- Solicit students at Unionville High School to help refurbish the Santa float.
- Purchase new materials and decorations for the floats in early fall.
- 2024 will mark the 50th anniversary of the Markham Santa Claus Parade and should be an extra special event.

4. SPONSORSHIP SUMMARY

The Committee thanked Ryan McCluskey and his team for their work in soliciting all of this year's sponsors. The funds were allocated to cover parade expenses.

5. GRAND MARSHALL FOR 2024

The Committee was asked to bring ideas forward in the coming months.

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6. WINNER RECOGNITION

Staff indicated that parade winners and volunteers will be recognized at the January 30, 2024, General Committee Meeting and will receive a certificate signed by the Mayor.

11. ADJOURNMENT

The meeting adjourned at 3:50 PM.