



ROTARY CLUBS OF MARKHAM

MARKHAM SANTA CLAUS PARADE COMMITTEE

**Thursday, September 12, 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
Jim Sandiford, Markham Sunrise Rotary Club
Peter Still
Warren Owen York Region Police
Heather Cook – Markham Village Business Improvement Area
Alex Moore, Senior Manager, Procurement
Eric Lizotte, Manager, Corporate Security
Renee Zhang, Manager, Corporate Communications
Melissa Ho, Coordinator, Corporate Communications
Jon Angrove, Supervisor, Road Operations
Steven Dollmaier, Operations
Vance Kornobis, Business Development & Event Coordinator
Hristina Giantsopoulos, Elections and Committee Coordinator

1. CALL TO ORDER

The meeting convened at 3:01 PM and was chaired by Tina Martin.

2. MINUTES OF THE JANUARY 11, 2024, MEETING

Moved By: Steven Dollmaier

Seconded By: Eric Lizotte

That the Santa Claus Parade Committee meeting minutes of January 11, 2024, be adopted.

Carried

3. 50th ANNIVERSARY OF THE MARKHAM SANTA CLAUS PARADE

The committee discussed the following in relation to the 50th Anniversary:

- That the parade will take place on Saturday November 30, 2024, 11:00 AM.
- That there needs to be special commemoration for this parade to mark this significant milestone;
- Melissa will reach out to the Mayor's Office for suggestions to commemorate this parade.

- That the parade route will remain the same as last year;
 - i. Road closures 8 am – 4 pm
 - ii. Operations to secure Hwy 7 and Markham Road area,
 - iii. Crupi will close larger main roads with equipment;
- The Rotary Club will confirm their logo; and,
- That a VIP Breakfast will be organized by Cheryl and Tina for the Mayor, Councillors, VIPs and volunteers;
- The costume supplier will be the same as last year, Cane from Costume Rentals;
- Santa has been confirmed however, it was suggested that there be security around him to protect from incident and members of the public getting too close;
- More volunteers are needed for parade day and to assist with the building and decorating of the Santa and other floats will be undertaken.
- York Regional Police will provide the same level of service as previously;
- Crupi will assist to transport the floats; and,
- Melissa and Renee will reach out to Metrolinx regarding the timing of the GO train on parade day to minimize parade disruptions.

4. THEME

The theme for this year's parade was confirmed as The Magic of Christmas.

5. DECISIONS FOR 2024

The committee discussed the following regarding decisions that need to be made in preparation for parade day:

- Judges for parade participant evaluations:
 - Andy Taylor, City staff, VIPs, Rotary Members
- The categories in which parade participants are evaluated;
- The type of new communications needed to solicit parade participants to increase diversity of performances and groups;
- That additional signage that is required to identify the end of the parade route;
- Who will purchase the new materials and decorations for the floats; and,
- The procurement of the rental of 12 carts.

6. SPONSORSHIP

There was discussion that more funding is required to make this 50th celebration memorable and it was requested that Ryan McCluskey provide an update on the current sponsorship.

7. ADVERTISING & SOCIAL MEDIA

The committee suggested that Destination Markham be leveraged for advertising and that Vance Kornobis can assist in this regard.

8. GRAND MARSHALL FOR 2024

Page 3

There was a brief discussion to suggest names for a Grand Marshall that included, Jordan Romano from the Toronto Blue Jays, and Markham Olympic and Paralympic athletes from Markham.

9. NEW BUSINESS

There was no new business.

10. ADJOURNMENT

The meeting adjourned at 3:30 PM.