



## ROTARY CLUBS OF MARKHAM

### MARKHAM SANTA CLAUS PARADE COMMITTEE

**Thursday, October 17, 2024 at 3:30 pm**  
**Electronic Meeting via Microsoft Teams**

#### Minutes

##### Attendance

Cheryl Petruk, Markham Sunrise Rotary Club – Co-Chair  
Jim Sandiford, Markham Sunrise Rotary Club  
Peter Still  
Susan Peterson, Markham Sunrise Rotary Club  
Warren Owen York Region Police  
Alex Moore, Senior Manager, Procurement  
Eric Lizotte, Manager, Corporate Security  
Renee Zhang, Manager, Corporate Communications  
David Shum,  
Melissa Ho, Coordinator, Corporate Communications  
Ryan McCluskey, Corporate Communications & Community Engagement  
Jon Angrove, Supervisor, Road Operations  
Hristina Giantsopoulos, Elections and Committee Coordinator  
Julian Harjono, Coordinator, Corporate Communications

##### Regrets

Heather Cook – Markham Village Business Improvement Area  
Vance Kornobis, Business Development & Event Coordinator  
Steven Dollmaier, Operations  
Tina Martin, Markham Sunrise Rotary Club - Co-Chair

#### **1. CALL TO ORDER**

#### **2. MINUTES OF THE September 12, 2024, MEETING**

Moved By: Jim Sanderson  
Seconded By: Warren Owen

That the Santa Claus Parade Committee meeting minutes of September 12, 2024, be adopted.

#### **3. THEME – The Magic of Christmas, which also ties into the Rotary theme.**

#### **4. 50<sup>th</sup> ANNIVERSARY OF THE MARKHAM SANTA CLAUS PARADE**

## **DECISIONS FOR 2024**

### **i. Judges**

Andy Taylor, Sudeep were assigned to be judges and additional judges will be solicited.

### **ii. Parade Categories**

Bands, Commercial floats, Non-commercial floats, Schools, and Community Services

### **iii. Volunteer Recruitment**

The J. Addison School and volunteers from the Rotary group will participate in the parade, wear a mascot costume, assist participants to get dressed and to arrive at the starting point. The Rotary group will have Timbits and hot chocolate at the Museum where the parade will end for volunteers.

### **iv. Additional parade route signage**

The committee consented that no additional signage is required and that the route, parade timing and road closures will be the same as last year.

### **v. Purchase of decorations**

There was discussion regarding the purchase of decoration for the floats and that \$200 is required to purchase greenery and 15 mini-trees.

### **vi. Golf-cart procurement**

The procurement of 10 golf-carts at \$250 each was been confirmed and they will be delivered to Markham Museum.

### **vii. VIP Breakfast**

The Rotary group will proceed with the VIP Breakfast again this year. Renee indicated that she can place in the Councillor's calendars and coordinate the emailing of invitations.

### **viii. Mayor's transportation**

Kavanagh Roofing will once again drive the mayor throughout the parade route.

### **ix. Metrolinx**

Staff advised that the City and York Regional Police will provide safety services and that Metrolinx will send a flag person for additional safety identification. It was also confirmed that only regularly scheduled trains will be running on parade day.

## **5. SPONSORSHIP**

Jim noted that sponsorship is going well and that more funds are required to cover all the expenses.

## **6. ADVERTISING & SOCIAL MEDIA**

The Markham Business Improvement Area will follow up on locating the annual banner. The committee noted that a new banner for the Grand Marshall will be required.

The committee reviewed the use of social media and the city's website to advertise the parade.

**7. GRAND MARSHALL FOR 2024**

Renee will advise on any recommendations or confirmations on a Grand Marshall after she meets with the Mayor.

**8. NEW BUSINESS**

There was no new business.

**9. ADJOURNMENT**

The meeting adjourned at 4:05 PM.