



ROTARY CLUBS OF MARKHAM

MARKHAM SANTA CLAUS PARADE COMMITTEE

November 6, 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
Susan Peterson, Markham Sunrise Rotary Club
Warren Owen, York Region Police
David Flood, York Region Police
Alex Moore, Senior Manager, Procurement
Eric Lizotte, Manager, Corporate Security
Renee Zhang, Manager, Corporate Communications
David Shum, Sr. Manager, Corporate Communications
Jon Angrove, Supervisor, Road Operations
Julian Harjono, Coordinator, Corporate Communications
Ryan McCluskey, Corporate Communications & Community Engagement
Hristina Giantsopoulos, Elections and Committee Coordinator

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

The meeting was called to order at 3:33 pm.

2. MINUTES OF THE October 17, 2024 MEETING

Moved By: Eric Lizotte
Seconded By: Jim Sandiford

That the Santa Claus Parade Committee meeting minutes of October 17, 2024, be adopted.

3. 50th ANNIVERSARY OF THE MARKHAM SANTA CLAUS PARADE – The Magic of Christmas

DECISIONS FOR 2024

- i. **Judges** – recruitment filled
 - ii. **Volunteers**- recruitment filled
 - iii. **VIP Breakfast and invitations** – will be sent this week. Renee, Cheryl and Chuong will coordinate email invitations
 - iv. **Community notices about road closures** – the Corp Comm team is working on the draft and will send to impacted residents and businesses
 - v. **VIP transportation to and along the parade route** - BMW will provide vehicles and the 12 golf carts will be used as required.
 - vi. **Additional VIPs** - Paul Calandra confirmed his attendance.
 - vii. **New theme/sponsors banner** – the banners are in production.
4. **SPONSORSHIP** – sponsorship funds have been collected, new banner should reflect the sponsors for this year’s parade, Long and McQuade will provide the use of their speakers and microphones, Crupi & Sons will provide a flatbed truck to help transport the float and Santa sleigh

5. ADVERTISING & SOCIAL MEDIA

The Rotary Club and the City advertised the parade on their websites.

6. GRAND MARSHALL FOR 2024

Cheryl and Renee are confirming Lloyd Robertson’s availability. The committee will reach out to Jordan Romano as Plan B.

7. NEW BUSINESS

The museum will open at 7 am on parade day to allow volunteers and participants to enter and prepare.

Santa float will be decorated on Friday at Crupi and will be moved closer to the parade route starting location on Friday afternoon.

Road closures will begin Saturday morning.

8. ADJOURNMENT

The meeting adjourned at 4:20 PM.