



MEMORANDUM



TO: Heritage Markham Committee

FROM: Regan Hutcheson, Manager-Heritage Planning

DATE: February 12, 2025

SUBJECT: Special Events
50th Anniversary
Update from Sub-Committee

Project: Heritage Markham 50th Anniversary (and 50th anniversary of heritage planning in Markham)

Background:

- Heritage Markham created the 50th Anniversary Sub-Committee to plan appropriate events or activities for 2025
- Members of Sub-Committee are Lake T and Vanda V as co-chairs; Tejinder S, David B, Kugan S, Councillors Rea and McAlpine and Regan H (ex-officio) as staff liaison.

Status/ Staff Comment

- Sub-Committee met on January 7, 2025 and on January 29, 2025
- Sub-Committee Notes from these meetings are attached
- Co-Chairs Lake T and Vanda V wish to provide an update to the Heritage Markham Committee.

Suggested Recommendation for Heritage Markham

That Heritage Markham receive the update on proposed plans for the Heritage Markham 50th Anniversary including the Notes from January 7 and 29, 2025;

And That Heritage Markham supports....

ATTACHMENTS

Notes from January 29th Sub-Committee
Notes from January 7th Sub-Committee

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50th Anniversary Sub-Committee



DATE: January 29, 2025
LOCATION: 14 Eureka Street, Unionville
ATTENDEES: Lake T (co-chair), Vanda V (co-chair), Kugan S, David B, Councillors Rea and McAlpine
ABSENT: Tejinder S; R. Hutcheson (staff)
STAFF:
GUESTS: Andrea Carpenter, Museum Director

CHAIR OF MEETING: Lake T.

An initial thank you to Councillor Rea for supplying the Pizza for our dinner meeting.

DISCUSSION:

Events

- After a review of initial thoughts distributed, the committee focused on hosting a main event featuring an awards ceremony.
- We assumed that the Markham Museum offered the most appropriate Heritage spot for such an event, and on reviewing availability, it has been tentatively reserved it for the entire day – **Thursday, November 13th, 2025.**
- We then determined ideas to focus on for such an event. To be looked into for firm direction at future sub-committee meetings
 - Keynote Speaker
 - Zeffy ticket system (if and likely required)
 - Drinks (Liquor licence)
 - Food stations
 - Tying into performance of Markham Little Theatre
 - Entertainment – music, performers?
 - Display student trades – ask schools to focus on Markham heritage period. – Schools can hold internal contests, and we display the best paintings of Heritage homes, and could contact the Markham Art Society (?) to help with this.
 - The guest list would include Mayor Scarpitti (Karen would look into this), all Councillors, Heritage District Residents, Various Historical Society members, Rate Payer Association Members, and Heritage Association Members.
- At the event and throughout the year we will look to display Regan's Heritage display, and we will assess it at Heritage Week at the Civic Centre. (then plan if sufficient as is, or work on additional display material)

- This display then can be used at various events, as many as we can get it to: including The May 18th event (International Museum Day), Sept 27th / 28th AppleFest, Markham Fair, as many street Festivals in Markham throughout 2025, such as The Unionville Festival, Markham Music Festival, and The Taste of Asia Festival.
- Brochure about events, Heritage 50, and highlighting that Markham has won The Prince of Wales (now King Charles) trophy and was first in Canada(?) to do so. That brochure would be distributed to all Councillors for inclusion in their newsletters, sent to all Heritage homeowners, and hopefully delivered to as many Markham residents as possible in some format, hardcopy and electronically.

Budget

- On budgeting, as well as already allocated \$2000-\$2500 through Heritage Markham, the Councillors thought they could squeeze some out of their budgets, but we felt as event progressed that we could easily get \$1000 each from several developers as required.

Communications

- We are very anxious to continue to pursue the QR idea, hopefully printed, but definitely digital, as a focus of Heritage 50, with the hope that it is started in 2025, but is planned to continue so Heritage locations, and homes will be noted, highlighted and described within the system. The Sub-Committee of Kugan, Vanda, and Richard will proceed with this and report back to this Sub-Committee.
- It was suggested that we should create and maintain a Facebook page, and possibly other social network feeds that reach a larger, and hopefully youthful audience, and it was felt that this should be considered and be part of the plan.

SUMMARY OF ACTION ITEMS:

1. Consult with Heritage Markham on February 12th

Meeting ended near 7:30pm

NEXT MEETING:

The next meeting is scheduled for week of February 19th (to be confirmed) at the Ontario Room in the Civic Centre. Time to be confirmed.

The March meeting will hopefully be at the Markham Museum. Date and time to be confirmed.

Notes Prepared By: Lake T.

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50th Anniversary Sub-Committee



DATE: January 7, 2025
LOCATION: Electronic Meeting
ATTENDEES: Councillor Rea, Councillor McAlpine, Lake T, Kugan S, Tejinder S, David B and Vanda V
ABSENT:
STAFF: Regan H.
GUESTS: None

CHAIR OF MEETING: Councillor McAlpine

DISCUSSION:

Objective(s)

- Purpose of the meeting was to brainstorm potential events/activities to celebrate 50 years of HM Committee and heritage planning in Markham. Council created the committee Oct 28, 1975
- “celebrate the past, protect the future”
- Need to determine what objective is to be achieved through the celebrations- more awareness for the public and why heritage matters to you
- What is going to be our target audience- heritage supporters vs those who are unaware of the work that has been accomplished over 50 years.
- Regan reviewed a discussion document he had prepared on opportunities for celebration (see attached- Attachment A)

Logo

- Do we need a Logo- consensus was yes
- A basic logo design based on the 40th anniversary HM logo was reviewed. David B to suggest design options.

Events

- Suggestions:
 - Focus on one large event in October possibly with Heritage Awards (FLATO Theatre, Markham Museum)
 - Publicize the anniversary at other Markham events including Heritage Week
 - Possible ZOOM events throughout the year
 - Heritage Speakers – could be recorded for perpetuity
 - Regan noted that approx. 30 display boards were created for the 40th anniversary and could be re-use depending on the event(s)

Budget

- Noted that the HM Budget for 2025 included \$2,000 for 50th Anniversary and \$1,000 for Heritage Awards of Excellence
- May need more financial resources-can request \$\$ from Heritage Fund.

Communications

- Suggest using various newsletters to communicate (councillors, Heritage District News, perhaps a commemorative newsletter?)
- Corporate Communications?

SUMMARY OF ACTION ITEMS:

2. Send David B any base logo information for potential re-design - Regan
3. Event space availability – Councillor Rea
4. Review possible events as discussed – All members

NEXT MEETING:

The next meeting will be held on **January 29** at 5pm at Lake's house (14 Eureka in Unionville)

Notes by R. Hutcheson

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Attachment A

Pre-Meeting Notes from Manager, Heritage Planning

50th Anniversary Event Options

Prepared for Sub-Committee Discussions – Jan 7, 2025

R. Hutcheson

Background

- In Markham, a Local Architectural conservation Advisory Committee (LACAC) was formed by Council on **October 28, 1975**.
- The first meeting of the Committee was held on **November 17, 1975** at the municipal offices in Buttonville. The Committee consisted of six members of the community and an observer from the Society of the Preservation of Historic Thornhill (SPOHT).
- One of first actions of the new committee was to recommend that Council support the placing of plaques on buildings of significant heritage merit.
- By January 1976, six additional members were appointed to address the daunting amount of work including Inventory, Designation, Inspection and Negotiations.

Logo

If desired, a logo could be created to brand the 50th Anniversary. One simple example would be to modify the existing HM logo with the dates and a gold 50 in the middle of the quatrefoil.



Awards

1. Heritage Awards of Excellence – event started in 2000 on the 25th anniversary but not held since 2017 – supposed to be held every 2 years. Categories:
 - **Heritage Preservation** – retention and preservation of a heritage resource in new developments.
 - **Restoration – Corporate**
 - **Restoration – Private Residential**
 - **Complementary New Construction** (i.e. infill building in a heritage district)
 - **Complementary New Addition** (to a cultural heritage resource)
 - **Heritage Education**
 - **Individual Effort** (in the field of heritage conservation)
 - **Outstanding Achievement Award** (given in exceptional circumstances to those individuals or projects that have made an outstanding and long-lasting contribution to the conservation of heritage in Markham)
 - **Natural Heritage/Heritage Landscape** (natural heritage works within a cultural heritage context of heritage landscape works)

Displays

1. **Heritage Week display** at the Civic Centre (3rd week of Feb)- usually staff produced
2. Display at other **community events** – Unionville Festival, etc.

3. Display in **one of the sites of Doors Open Markham** celebrating 50 years of heritage conservation that allows these doors to be opened.
4. **City Website** – 50 Years of Heritage Conservation virtual display

Tours

1. **Walking tours** of key heritage areas- Thornhill, MV, Unionville, MHE – George Duncan has done these in the past.

Speaking Engagements / Education

1. A speaker on an **interesting heritage topic** or on heritage conservation in general (how to research your property/house)
2. **Heritage Workshop**- ie. appropriate paints colours,
3. **Before and After Properties** – Transformation of a Select Number of Properties.
4. Visit **existing heritage organizations** with a presentation- Thornhill Historical Society; Unionville Villagers

Contests

1. **Photography** – favourite heritage property, photo displays in the Civic Centre
2. **Art** – heritage subject matter

Resources

1. **Previous Displays** - We have all the display boards from the 40th Anniversary Event that document all the HM activities and members over that extended period- About 20 mounted boards.
2. **HM Members/Former Members** – we have the email data base of former members from 2015 event and have email access to members from 2015 to 2025.
3. **40th Anniversary Book** - we have about 100 of these remaining.
4. **Councillors' newsletters**
5. **City of Markham social media accounts**

Budget

1. Requested \$2000 in HM 2025 Budget for 50th Anniversary projects
2. Requested \$1,000 in HM 2025 budget for Awards of Excellence event.