



**MINUTES**

**MARKHAM SANTA CLAUS PARADE COMMITTEE**  
**ROTARY CLUBS OF MARKHAM**  
**Ontario Room, Markham Civic Centre**  
**September 6, 2018**

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**Attendance**

Jim Sandiford, Rotary Club of Markham Sunrise Inc. - Chair  
Peter Still  
Andrea Berry, Senior Manager, Corporate Communications & Community Engagement  
Eric Lizotte, Manager, Corporate Security  
Heather Hogan, Marketing & Communications Coordinator  
Susan Peterson  
Cathy Molloy, Manager, Museum  
Craig Breen, Supervisor, Roads Operations  
Joel Lustig, Treasurer  
Josh Machesney, Council/Committee Coordinator

**Regrets**

Yvonne Lord-Buckley, Supervisor Corporate Community Events  
Nikolas Dimitrakopoulos, York Regional Police  
Councillor Colin Campbell  
Councillor Alan Ho

The meeting convened at 4:04 PM with Jim Sandiford in the Chair.

**1. 2018 THEME**

The Committee reviewed the list of past Parade themes.

The Committee unanimously agreed to “Peace on Earth” as the theme for the 2018 Parade.

Heather Hogan, Marketing & Communications Coordinator advised that she will begin working on design.

Craig Breen, Supervisor, Roads Operations, will start on banner, signs, etc. for the Parade.

**2. DATE OF PARADE**

The date of the 2018 Markham Santa Claus Parade is scheduled for November 24<sup>th</sup> 11:00AM.

Jim Sandiford, Chair, will arrange flatbed truck for the Santa Claus float with Crupi & Sons.

Josh Machesney, Acting Council/Committee Coordinator will send out an invitation to remind individuals assisting with Parade Set up on the day before the parade.

### **3. GRAND MARSHALL**

Jim advised that he spoke to the Mayor's office, and Jane Philpott's office about having an indigenous person as Grand Marshall for the Parade. Joel will work with Bryan Frois to coordinate the person.

### **4. SANTA CLAUS FLOAT**

Craig advised that he will pick up the sleigh and other props for the Santa Claus float.

Joel will get back to the Committee about lending reindeers to Stouffville for their parade.

### **5. SPONSORSHIPS**

Jim reviewed the 2017 Santa Claus Parade Budget and advised that there is a \$3,912 surplus being carried over from last year.

Andrea advised that the Corporate Communications & Community Engagement department is working on Corporate Sponsorship package that can be distributed to prospective sponsors such as Tim Hortons.

Joel advised that he will pursue the following sponsors: TD, Tim Hortons, Mattamy.

Susan advised that she will pursue Garden Basket as a food sponsor.

Jim advised that Alectra has already been confirmed as a sponsor.

Advertising will take place through various channels: City Page ad, Markham Rotary Website, City of Markham Website, flyers for banks (similar to what TD did in 2017), Tim Hortons, 105.9 FM, CP24

Jim will let Andrea know who the final sponsors are so their logos can be featured in advertisements.

### **6. TRAFFIC PLAN**

Craig advised that the Parade will follow the same route as in 2017. Blocker trucks will be used at main roads. Closed Road notices will need to be sent to residents in those areas affected by road closures. Staff should be reminded to send notices to residents on Savannah Crescent, as these residents have been missed in years past.

Craig will take arrange the traffic plan and necessary permits from the City, and arrange the permit with Region for use of Highway 7.

## **7. OTHER BUSINESS**

Joel will speak with the Mayor's Office regarding arranging Lloyd Robertson MC the Parade.

Joel will determine if the City will be using Facebook Live to broadcast the parade as was done in 2017.

Joel will look into arranging vehicles to be driven in the Parade, including a car from BMW.  
Heather will arrange a couple Big Red vehicles from Honda.

## **ADJOURNMENT**

The meeting adjourned at 4:42 p.m.

Next meeting: October 4 @ 4:00