



**2018 MARKHAM CANADA DAY COMMITTEE
MINUTES
May 14, 2018
Meeting No. 6**

Members

Prem Kapur
Frances Yim, (SEAS)
Sabrina Luong (SEAS)
Fion Lau, EA to Councillor Amanda Collucci

Regrets

Councillor Amanda Collucci
Aaron Madar
Raj Sethi
Kash Khan
Perry Chan
Teresa Ing

Council

Councillor Alex Chiu (Chair)

Staff

Marilyn Lebine, Senior Employee & Labour Relations Specialist
Michael Blackburn, Corporate Communications
Trinela Cane, Commissioner of Corporate Services
Craig Breen, Operations
Yvonne Lord Buckley, Corporate Communications
Dean McDermid, Plant Operations
Jay Pak, Financial Analyst
Jing Yu, Corporate Communications
Renee Zhang, Assistant to Councillor Chiu
Pamela Cook, Administrative Assistant, Clerks Department

The sixth meeting of the 2018 Markham Canada Day Committee convened at 5:34 p.m. with Councillor Alex Chiu serving as Chair without quorum.

1. WELCOME

Councillor Chiu welcomed everyone to the meeting.

2. ADOPTION OF THE MINUTES OF THE MINUTES OF MARCH 19, 2018 AND APRIL 14, 2018 MEETING

The minutes of the March 19, 2018 and April 14, 2018, Markham Canada Day Committee meeting were reviewed, but could not be approved, as there was no quorum.

3. OTHER BUSINESS

a) Recognized Day for 2018 Canada Day Celebrations

Marilyn Lebine, Senior Employee & Labour Relations Specialist for the City of Markham reported that **The Federal Holiday Act**, states that when July 1st falls on a Sunday, Monday July 2nd will be recognized as the statutory holiday. Employees who would normally work on the weekends, if scheduled to work, will be paid regular hours for Sunday July 1st and premium hours for hours worked on Monday, July 2nd. Other employees will receive July 2nd as their designated Canada Day Stat.

The City of Markham 2018 Canada Day Celebrations will be held on **July 1st** as planned and all bookings and discussions to date will remain status quo. Upon a query from the Committee members, it was confirmed that there is no rain date plan for July 2nd. Communications have been sent out to the public and staff, as well as posted on the website. Michael Blackburn confirmed that that Corporate Communications will continue to reinforce this communication.

4. PLANNING FOR CANADA DAY 2018

a) Budget

Jay Pak, Financial Analyst tabled a report entitled *Canada Day 2018 Preliminary Budget as of May 14, 2018* for review and discussion. Staff updated the budget lines as discussed in the report. The biggest concern at this time is a revenue shortage of \$13,000 stemming from the need for sponsors. All Committee members were been asked to reach out through social media and / or formally to a minimum of two new potential sponsors as soon as possible to try to get more financial support for the event. Staff are encouraged to do this as well. Failure to get additional funding will result in a serious budget shortfall. Jing Yu reported that 18 vendors have confirmed to date, exceeding the budgeted target.

b) Road Occupancy/Approvals/Permits/YRP

Craig Breen reported that everything has been passed on to Andrea Berry and they are just waiting on approval. A meeting was held earlier today regarding signage and the inventory has been reviewed with minor changes. There will be replacement of worn signage. Yvonne Lord Buckley will secure paid duty officers for the YRT line up at Centennial CC and to direct traffic for parade participants.

c) Security/Lighting/Fencing

Dean McDermid reported that we are waiting for quotes for the lighting. Dean has also touched base with Yvonne to determine security needs.

d) People's Parade

Staff reported that seventeen participants have signed up, which is significantly less than last year. The Governor General's Horse Guard has not yet responded, but it is expected that they will attend.

e) Corporate Communications and Community Engagement Proposal

Michael Blackburn, Corporate Communications indicated that he has been working closely with the two co-chairs with communications for hold the date publications and press conferences. The plan is to stick closely to last year's plan with slight changes. There will be a focus on using social media more and a reduction of print format. Staff and committee members are encouraged to use these mediums to promote the event to allow for a wider range of promotion. Councillors have been asked to re-tweet the details to their contacts and especially to last year's sponsors. Members of the Committee have been asked to share sponsorship packages with at least two new people each.

f) Mayor's Seniors Luncheon

Renee Zhang reported that approval has been granted to keep the registration numbers for the Mayor's Seniors Luncheon to 800, with a setup for 89 tables, which allows for two VIP tables, one table for Veterans and six tables for committee members, resulting in a total of 940 people at a budgeted cost of \$13.50 per person. Posters will be emailed to contacts for printing and posting in seniors buildings. The budget does not include the need for \$500 for AV support.

The request for the same number of volunteers as last year has been forwarded to SEAS. It was suggested that one volunteer per bus, except for the Milliken bus, would be adequate. Francis Yim requested that SEAS staff be provided the estimate for total volunteer as soon as possible; staff agreed that it would be provided by the end of next week.

g) Transit Arrangements

Staff reported that it is anticipated that 11 buses will be required for pick up at lots. The signage review today supported that need for additional signage, as well as assistance at Bullock for crossing. Metro Links will provide additional parking.

h) Food Vendors

It was reported by staff that formal confirmation for 16 food vendors will be communicated within the next few days. These vendors include, but are not limited to, Asian BBQ, coffee, Mexican food, fries, bubble teas, fresh juice and smoothies.

One hundred food vouchers costing a total of \$6/voucher will be available, but only those actually used will be charged out to the budget.

i) Children's Activities

No report was provided

j) Stage & Sound

No report was provided.

k) Entertainment

Most of the presenters have been confirmed. Another balloon vender has been contacted to see if they can work within the budget specifications as the previous one has declined involvement this year. The request for sixteen volunteers has been submitted.

l) Markham Star Search Contest

This event will not be presented this year.

j) Fireworks

Staff reported that fireworks is on budget for 2018.

m) Volunteers

It was confirmed that the tent will be available again this year. In response to a query for SEAS logo to be on volunteer tee shirts, it was indicated that currently there is not a budget for tee shirts, but Communications staff will speak to Laura to get more information. To avoid confusion as to the VIP entitlements, Renee indicated that once the RSVPs have been received, a formal list of VIPs will be provided for the greeters.

Sabrina inquired into the possibility of volunteer certificates being issued and Renee agreed to follow up with the Mayor's office and Councillors to address this and/or letters of appreciation. It was confirmed that student volunteers are credited volunteer hours.

n) Signage

This item was covered in above discussions.

o) Parking

Staff indicated that a parking list for passes will be generated and passes will be displayed in 8 x 11 posters for the dash of vehicles. Staff need to submit parking needs to Dean as soon as possible. Carpooling is encouraged.

p) Citizenship Court

No report was provided.

q) Miscellaneous

There were no miscellaneous items discussed.

5. NEXT MEETING

The next meeting of the Canada Day Committee will be held on Monday, June 11, 2018 at 5:30 p.m. in the Canada Room, Markham Civic Centre.

6. ADJOURNMENT

That the sixth meeting of the 2018 Markham Canada Day Committee adjourned at 6:49 p.m.