



**2018 MARKHAM CANADA DAY COMMITTEE
MINUTES
March 19, 2018
Meeting No. 5**

Members

Perry Chan
Prem Kapur
Teresa Ing
Kash Khan
Francis Yim (SEAS)

Council

Councillor Alex Chiu
Councillor Amanda Collucci

Guest

YRP 1716 Niko Dimitrakopoulos
Richard Senior, Constable, YRP

Staff

Andrea Berry, Corporate Communications
& Community Engagement
Michael Blackburn, Corporate
Communications
Trinela Cane,
Commissioner of Corporate Services
Craig Breen, Operations
Fion Lau, EA to Councillor Amanda Collucci
Yvonne Lord Buckley, Corporate
Communications
Dean McDermid, Plant Operations
Jay Pak, Financial Analyst
Jing Yu, Corporate Communications
Laura Gold, Committee Coordinator

Regrets

Aaron Madar
Raj Sethi
Kane Elliott
Davin Kong (SEAS)
Sabrina Luong (SEAS)
Shelly Srivastav
Haixian Wang
Daniel Xie
Nancy Yan

The fifth meeting of the 2018 Markham Canada Day Committee convened at 5:42 p.m. with Councillor Alex Chiu serving as Chair.

1. WELCOME

Councillor Alex Chiu welcomed everyone to the meeting.

2. ADOPTION OF THE MINUTES OF THE MINUTES OF FEBRUARY 26, 2018 MEETING

It was

Moved by Teresa Ing
Seconded by Prem Kapur

That the minutes of the 2018 Markham Canada Day Committee meeting held on February 26, 2018, be adopted as distributed.

CARRIED

3. PLANNING FOR CANADA DAY 2018

a) Budget

Jay Pak distributed and reviewed the report entitled *Canada Day 2018 Preliminary Budget as of March 19, 2018*.

It was noted that the festival will get the City of Markham grant and that it may get the Heritage grant. He reminded that the Committee that it must strive to reduce the 2017 deficit of approximately \$8,800.

Michael Blackburn, Corporate Communications had requested prior to the meeting that the marketing budget be approved at tonight's meeting so that he could proceed with the marketing and promotion of the event.

It was

Moved by Francis Yim
Seconded by Kash Khan

That the following budgets be approved:

- Marketing and Communication - \$2,000
- Signage - \$5,000

CARRIED

b) Road Occupancy Approvals

No changes reported.

c) Security

Dean McDermid, Operations advised that the fencing plan was approved by the York Region Police. The fencing will be placed so that attendees exiting Milne Park walk along the north side of the path. The lighting cost was confirmed at \$3,600 at this meeting.

d) Parade

Yvonne Lord Buckley, Corporate Communications, advised that 8 participants from last year's parade are interested in participating again this year. The Town Crier and the Governor General's Horse Guards have also been confirmed.

e) Corporate Communications and Community Engagement Proposal

Andrea Berry, Corporate Communications, gave a high level overview of the communication plan for the 2018 Canada Day Celebrations. She advised that the plan is to create high impact with low cost with the use of social media and digital media.

The promotional material for the event will have a fresh look this year. The design will have a contemporary style with traditional elements. It will be very high level leading people to the website for more information. Some of the promotion of the event will be done by E blast, electronic information boards, twitter, and street teams handing out flyers about Canada Day. To continue to promote the event after the event, pictures of the event will be uploaded onto flickr.

A Committee Member suggested promoting the event through schools and cultural organizations.

f) Mayor's Seniors' Luncheon

This item was deferred to the next meeting.

g) Transit Arrangements

Teresa Ing reported that the Transit plan for the Mayor's Seniors Luncheon will follow the same plan as last year, except that there will no cover bus. The stop locations still need to be confirmed. The volunteers on the bus will also help serve the senior's luncheon.

h) Food Vendors

Jing Yu, Corporate Communications, reported that about 13 food vendors will be participating at the 2018 Canada Day Celebrations. Members encouraged the Committee to reach out to restaurants to see if they would like to have a booth at the event. The Committee is trying to have more food vendors at this year's event.

i) Children's Activities

It was noted the children's activities will be similar to last year's event.

j) Stage & Sound

It was noted that the stage has been reserved and that Network Production is arranging the accessible ramp and the stage inspection.

The Committee suggested inviting politicians to speak at the event. It was noted that June 7th is provincial election and that the dignitaries might change based on the election results, in that case invitations need to be sent out to whoever wins. The Committee requested that it be updated on the list of dignitaries attending the event.

The date for the **Canada Day Press Conference is Tuesday, June 19, 2018, 10:00AM.** The date has been confirmed with the Mayor. Laura Gold was requested to send out meeting invites to the press conference.

k) Markham Star Search Contest

It was reported that Eric Lariviere has advised that a full time coordinator would be required for 3 months for the Markham Star Search Contest, which would cost about \$10,000. The committee decided to wait until next year to hold the contest.

j) Fireworks

It was reported that the staff are working on the permits for the fireworks. Craig Breen was requested to provide a copy of all permits once issued.

l) Entertainment

Yvonne Lord Buckley reported that she is trying to secure Neon Dreams as the headline performance and that they have quoted \$9,000. Staff will also reach out to some of the star search performers from last year to see if they are interested in performing.

Councillor Collucci suggested having some Disney Performers that she saw at another event. She will provide the contact information to the Events Staff.

A Committee Member suggested having Markham Thunder or the Markham Royal hockey teams at the event to sign autographs or to do a “meet and greet”. There was a suggestion to also have a badminton or soccer activation.

m) Volunteers

It was reported that the number of volunteers will remain the same as last year. The volunteers will help with the seniors’ luncheon and parade. At this point the volunteer groups have not been determined. Staff are also being asked to volunteer at the event. It was noted that Renee Zhang will be organizing the seniors’ luncheon this year.

n) Sponsorship

Andrea Berry circulated the sponsorship package to the Committee for it to review. It was noted that staff are working on a custom sponsorship package for Enbridge and Aviva. Markham Centre Financial has also been asked if it would like to be a sponsor of the event. The Committee was asked to provide contact information of potential sponsors.

The Committee suggested reaching out to the four companies that inquired about being a presenting sponsor last year to see if they are still interested.

A Committee Member suggested including smaller corporate donation categories in the sponsorship package, as some companies may not be able to donate \$2,000. Staff noted that the focus this year is on getting larger sponsors, but custom sponsorship opportunities could possibly be investigated for smaller potential sponsors.

The cost of each sponsorship is being tracked this year.

o) Signage

Craig Breen requested that he be contacted regarding any new signs required for the event. Most of the signs can be reused from last year, but there may be a need to redo some of the

signs if the sponsors change. An alternative would be to use stickers to update the signs to save costs.

p) Parking

Dean McDermid reported there will be 140 spots available.

q) Citizenship Court

Yvonne Lord Buckley reported that she will follow up with the Mayor's Office regarding the Citizenship Court.

r) Miscellaneous

Committee discussed the option of having an Indigenous blessing of the land at the event at a cost of approximately \$1,500. Councillor Collucci requested that this item be budgeted.

A meeting will be held to discuss the emergency management plan for the event.

4. OTHER BUSINESS

None was identified.

5. NEXT MEETING

The next meeting of the Canada Day Committee will be held on Monday, April 16, 2018 at 5:30 p.m. in the Canada Room, Markham Civic Centre.

6. ADJOURNMENT

That the fourth meeting of the 2018 Markham Canada Day Committee adjourned at 6:45 PM.