



2018 MARKHAM CANADA DAY COMMITTEE

MINUTES January 29, 2018 Meeting No. 3

Attendance

Members

Perry Chan
Kash Khan
Francis Yim (SEAS)

Council

Councillor Amanda Collucci

Staff

Michael Blackburn, Corporate Communications
Trinela Cane,
Commissioner of Corporate Services
Fion Lau, EA to Councillor Amanda Collucci
Yvonne Lord Buckley, Corporate
Communications
Dean McDermid, Plant Operations
Jay Pak, Financial Analyst
Jing Yu, Corporate Communications
Renee Zhang, EA to Councillor Alex Chiu
Bev Shugg Barbeito, Committee Coordinator

Regrets

Kane Elliott
Farsath Hanifa
Teresa Ing
Prem Kapur
Davin Kong (SEAS)
Sabrina Luong (SEAS)
Aaron Madar
Shelly Srivastav
Raj Sethi
Haixian Wang
Daniel Xie
Nancy Yan
Councillor Alex Chiu
Anastasia Averkov Corporate Communications
Andrea Berry, Corporate Communications
& Community Engagement
Craig Breen, Operations
Matt Busato, Operations
Jason Britton, Working Supervisor, Operations
Zack D'Sousa, Corporate Communications
Morgan Jones, Operations
David Plant, Manager, Operations

The third meeting of the 2018 Markham Canada Day Committee convened at 5:38 p.m. with Councillor Amanda Collucci serving as Chair.

1. WELCOME

Councillor Amanda Collucci welcomed everyone to the meeting.

2. ADOPTION OF THE MINUTES OF THE NOVEMBER 23, 2017 MEETING

As there was no quorum, adoption of the minutes was deferred to the next meeting.

3. PLANNING FOR CANADA DAY 2018

a) Corporate Communications and Community Engagement Proposal

Michael Blackburn, Corporate Communications, suggested that a number of approaches be considered and that promotion materials include the early activities to give residents a reason to come to Milne Park earlier in the day. He also noted the popularity of mascots and suggested that promotional material include the mascots. He suggested that Markham explore the idea of offering a special feature to potential food vendors – a 30 second video for a nominal fee, perhaps \$300. He also recommended that attendees at Milne Park be surveyed onsite as to what was enjoyed etc. Their testimonials could be incorporated into a video for next year. The Canada 150 video could be used for promoting the Canada Day activities this year.

b) Mayor's Seniors' Luncheon

Renee Zhang, EA to Councillor Alex Chiu, reported that a meeting has taken place with the owner of Le Parc, venue for the luncheon. The cost of the luncheon will increase to \$13.00 pp from \$12.00 pp, primarily due to an increase in labour costs as a result of Bill 148. The cost will rise again to \$14.00 pp in 2019. Approval was given to reserve Le Parc for the luncheon event.

The Committee discussed ways to contain the cost of the event, including establishing a limit to the number of attendees. Candy Fan, who coordinated the luncheon last year, has recommended that attendance be on a “first come, first registered” basis. Yvonne Lord Buckley will confirm the number of attendees at last year's event and whether they were given a confirmation number at registration. Yvonne Lord Buckley, Jing Yu and Renee Zhang will meet with the contact centre staff to discuss the luncheon registration and will propose a recommendation at the next meeting.

Trinela Cane, Commissioner of Corporate Services, advised she will be sending an invitation to Markham staff to volunteer as servers at the luncheon.

c) Parade

Yvonne Lord Buckley advised that there were 62 entries in the 2017 parade and she will begin soon to reach out to them regarding participation in 2018. She encouraged Committee members to consider participating in coordinating plans for the parade. It was noted that the parade route will remain the same.

d) Transit Arrangements

Yvonne Lord Buckley, Corporate Communications, advised that she will work with Teresa Ing to coordinate the transit plans. The transit arrangements worked very well in 2017; it was suggested that the same plans be used for 2018. Yvonne Lord Buckley recommended maintaining the same frequency of service, although it may be possible to reduce the number of buses by one.

e) Transit Arrangements – Markville Mall to Milne Park

Jing Yu, Corporate Communications, reported that she will meet with Markville Mall staff to discuss where Markham residents, taking the buses to Milne Park, would be able

to park, since a charging station is being installed in the parking lot location used in the past.

f) Food Vendors

Kash Khan reminded the Committee that there were long lines at the food vendors; he would like to reduce delays so there may be a need to identify a number of additional food options, including indigenous offerings. He noted it may just be a matter of positioning the opportunity for restaurants which may be interested.

It was noted that the new layout at Milne Park worked well and will be used again. Food vendors pick their location on a first come, first served basis. There is an opportunity to accommodate an increased number of food vendors. Yvonne Lord Buckley reported that the application is ready and she'll forward it to Michael Blackburn (Corporate Communications) for branding.

g) Children's Activities

Fion Lau, EA to Councillor Amanda Collucci, reported that plans for the children's activities went well but that suggestions are always welcome. A new activity, "Learn to Camp", will be conducted by Parks Canada staff at no charge. It was noted that mascots are always enjoyed by the children.

h) Stage & Sound

Perry Chan reported that the stage has been reserved at an approximate cost of \$4,000. However, if someone knew where to reserve it a lower price, it should be booked. It was agreed to keep the size of stage at the same size as last year. A building permit and onsite inspection of the stage will be required.

Perry Chan advised that it is preferable to have the details of the headliner's equipment requirements as soon as possible; savings may be available if no additional equipment is required to be provided. Trinela Cane advised that Eric Lariviere, Manager of the Flato Markham Theatre, has some suggestions for the 2018 headliner and she will provide the details of the headliner's equipment requirements, when known.

i) Markham Star Search Contest

The Committee discussed whether to continue holding the Markham Star Search contest. Committee members thought that it was a great promotion of the Canada Day event and that it might attract future sponsors for Canada Day events. However, it was noted that all aspects of the contest are staff-intensive and Eric Lariviere, who marshalled the judging panel in 2017, may not be able to do so again in 2018. Trinela Cane will discuss the matter with Eric Lariviere.

Michael Blackburn left the meeting at 6:35 pm.

j) Fireworks

A new contract has been signed; Trinela Cane will forward a copy to Dean McDermid.

k) Security

Dean McDermid reported that, in 2018, fencing will be placed so that attendees exiting Milne Park walk along the north side of the path.

l) Entertainment

Yvonne Lord Buckley reported that it would be important to confirm the headliner with Eric Lariviere soon. Doo Doo the Clown has been confirmed as emcee at the same price as in 2017. It was thought that any of the top five finalists of the 2017 Markham Star Search Contest could be invited to perform at Milne Park and/or the Mayor's Seniors Luncheon. The Governor General's Horse Guards will be featured but with fewer horses than last year. In 2017, the acts Splash 'N Boots, and Hip Hop were popular; however it was noted that, since the headliner costs use most of the entertainment budget, there is no budget for these acts this year. The Committee discussed ways to retain these acts including increasing sponsorships, and offering a headliner feature similar to that proposed for food vendors, i.e. a 30 second video for a nominal fee.

m) Volunteers

Francis Yim reported that SEAS Centre would need to know by June 1 how many volunteers would be needed for each activity and what the duties would be. It was advised that volunteers will have access the same tent and food vouchers as last year.

n) Sponsorship

Trinela Cane advised that the financial sponsorship package will be distributed early in February; she will bring a copy to the next meeting. The package will be used for the Children's Festival and Canada Day events, and will offer a wider range of sponsorship options. If the Star Search competition is conducted, sponsorships need to cover all costs.

o) Signage

No update was available.

p) Parking

Dean McDermid reported that too many parking passes were distributed last year. Councillor Collucci asked that a proposal be recommended at the next meeting.

q) Budget

Jay Pak distributed the budget report and reviewed the actual spending vs the budget. The deficit from 2017 is approximately \$8,800. He noted that either increased sponsorship funds or reduced expenses will be required to balance the budget in 2018. Future budget, reports will show expense categories with more descriptive names, and financial commitments by line item so the Committee may more easily track the budget status.

r) Road Occupancy Approvals

It was requested that York Region Police Sgt. Elaine Morash be invited to attend the next meeting.

s) Citizenship Court

Yvonne Lord Buckley reported that she will confirm details with the Mayor's Office.

t) Miscellaneous

- Canada Day July 1st falls on a Sunday in 2018 and the Canada Day events will be held that day, even though the statutory holiday will be observed on Monday July 2.

- It is expected that Allan Bell will serve as emcee.

4. OTHER BUSINESS

None was identified.

5. NEXT MEETING

The next meeting will be held on Monday, February 26, 2018 at 5:30 p.m., in the Canada Room, Markham Civic Centre.

6. ADJOURNMENT

It was

Moved by Francis Yim

Seconded by Kash Khan

That the third meeting of the 2018 Markham Canada Day Committee adjourn at 7:20 PM.

CARRIED