



2018 MARKHAM CANADA DAY COMMITTEE

MINUTES February 26, 2018 Meeting No. 4

Attendance

Members

Perry Chan
Teresa Ing
Aaron Madar
Raj Sethi
Francis Yim (SEAS)

Council

Councillor Alex Chiu
Councillor Amanda Collucci

Guest

YRP 1716 Niko Dimitrapoulos

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
Bev Shugg Barbeito, Committee Coordinator

Regrets

Kane Elliott
Prem Kapur
Kash Khan
Davin Kong (SEAS)
Sabrina Luong (SEAS)
Shelly Srivastav
Haixian Wang
Daniel Xie
Nancy Yan
Anastasia Averkov Corporate Communications
Matt Busato, Operations
Jason Britton, Working Supervisor, Operations
Zack D'Sousa, Corporate Communications
Morgan Jones, Operations
David Plant, Manager, Operations
Renee Zhang , EA to Councillor Alex Chiu

The fourth 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 AND THE MINUTES OF THE JANUARY 29, 2018 MEETING

It was

Moved by Teresa Ing
Seconded by Perry Chan

That the minutes of the 2018 Markham Canada Day Committee meetings held on November 23, 2017 and on January 29, 2018, be adopted as distributed.

CARRIED

3. PLANNING FOR CANADA DAY 2018

a) Road Occupancy Approvals

YRP 1716 Niko Dimitrapoulos advised that there is a public misconception about the legalization of marijuana as of July 1st; he recommended that Markham post signs which advise that marijuana use is not permitted. Craig Breen will coordinate appropriate signage with York Region Police.

b) Security

Dean McDermid, Plant Operations, reported that, in 2018, fencing will be placed so that attendees exiting Milne Park walk along the north side of the path. This should result in increased safety because attendees will not need to cross the street. It is expected that 25% less fencing, but the same number of lights, as last year will be required.

c) Parade

Yvonne Lord Buckley, Corporate Communications, advised that applications regarding participation in 2018 have been sent to participants in last year's parade. The Town Crier and the Governor General's Horse Guards have been confirmed.

She reported that staff will meet soon to develop plans for a new parade staging area since the area at Markville Mall, which has been used for many past years, is no longer available.

d) Corporate Communications and Community Engagement Proposal

Andrea Berry, Corporate Communications, advised that the sponsorship package is ready to be reviewed and the communications plan is being developed. Michael Blackburn reported that the Communications team is working with Councillor Collucci to review 2017 activities and find ways to reduce costs, while maintaining reach with the community, for 2018. They will provide a draft communications plan at the next meeting.

Andrea Berry reported that the Canadian Armed Forces wish to have a jeep on site for recruitment and education purposes. Michael Blackburn advised that Markham will be hosting the World Junior Badminton Championships in fall 2018; they would like a presence at Milne Park to promote the event and recruit volunteers.

e) Mayor's Seniors' Luncheon

This item was deferred to the next meeting.

f) 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, but it was recommended that the cover bus at the Mayor's Seniors Luncheon be eliminated.

g) Food Vendors

Jing Yu, Corporate Communications, reported that she has provided Kash Khan with the documents relating to 2017 food vendors; eight applications and five payments have already been received for 2018. She will follow up with the other 2017 food vendors to learn whether they intend to participate in 2018, while Kash Khan may identify additional food options and vendors. Yvonne Lord Buckley will contact McDonalds to ask whether it might consider sponsoring coffee service for staff working on Canada Day; Tim Hortons, South St. Burger, and other Canada 150 vendors, may also be contacted.

Teresa Ing left the meeting at 6:05 pm.

h) Children's Activities

Fion Lau, EA to Councillor Amanda Collucci, reported that plans for the children's activities are in progress and many activities will be returning again in 2018. Space will be required for a new activity, "Learn to Camp", which will be conducted by Parks Canada staff at no charge.

i) Stage & Sound

Perry Chan reported that the stage has been reserved; however the 2017 cost of \$4,000 will increase to approximately \$5,000 for 2018. In keeping with Markham's procurement policies, at the next meeting Perry Chan will provide three quotes for renting the SL series stage.

Perry Chan requested an opportunity to review the contract with the headliner prior to it being signed; 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 details when known.

j) Markham Star Search Contest

Trinela Cane reported that she discussed with Eric Lariviere whether he would be able to marshal a judging panel in 2018 as he did in 2017. He noted that the process is very labour intensive and he would need the assistance of someone to act as a coordinator. As a result, it has been recommended that the Committee defer the Markham Star Search contest for 2018 and review in 2019 the ability to coordinate the contest at that time.

k) Fireworks

It was reported that a new contract has been signed with RedBoss Fireworks. Staff are preparing documentation required for the appropriate permits.

l) Entertainment

Yvonne Lord Buckley reported that the closing band and another act have been confirmed. The acts Splash 'N Boots, and Hip Hop were popular in 2017; however it was noted that, since the headliner costs use most of the entertainment budget, there is no budget for these acts this year and they will not be retained until it is confirmed that sponsorships will cover the costs.

Craig Breen left the meeting at 6:15 pm.

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. Yvonne Lord Buckley will follow up with CUPE to determine whether CUPE members intend to volunteer and whether this will decrease the number of volunteers SEAS will be required to recruit. It was advised that volunteers will have access to the same tent and food vouchers as last year, and that volunteers will not be required to wear mascots' costumes.

n) Sponsorship

Andrea Berry advised that the financial sponsorship package is almost ready for review although it is being fine-tuned; Andrea Berry will email the final draft to Councillor Collucci and Trinela Cane and when finalized, will distribute it to Committee members. Trinela Cane will distribute the final package first to existing sponsors, and then to potential sponsors.

The package offers several new sponsorship opportunities such as Stage Sponsor, Children's Entertainment Sponsor, Seniors Luncheon Sponsor and People's Parade Sponsor. Use of tents at Milne Park is not included in sponsorship opportunities and will need to be negotiated; it was recommended that the package clarify that space, rather than a booth or tent, may be included. Sponsors will be expected to provide their own logistics.

o) Signage

Michael Blackburn advised that Corporate Communications will work with Craig Breen to produce all required signs, including those prohibiting the use of illegal substances.

p) Parking

Dean McDermid reported that 110 parking spots are available on the west side and up to 30 parking spots are available behind the food vendor locations, for a total of 140 parking spots. It was recommended that no more than 140 parking passes be distributed.

Michael Blackburn and YRP 1716 Niko Dimitrapoulos left the meeting at 6:30 pm.

q) Budget

Jay Pak distributed and reviewed the report entitled *Canada Day 2018 Preliminary Budget as of February 26, 2018*. He noted that the revised format and listing provides more detail so that Committee members will be able to track budget status more closely. He suggested that all invoices for Canada Day activities should be submitted for payment within a reasonable timeframe following Canada Day, such as within 30 days. He recommended that the Committee strive to reduce the 2017 deficit of approximately \$8,800 by half or entirely, and that increased sponsorship funds would be required to do so.

r) Citizenship Court

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

s) Miscellaneous

Yvonne Lord Buckley will invite Allan Bell to serve as emcee.

4. OTHER BUSINESS

None was identified.

5. NEXT MEETING

The next meeting will be held on Monday, March 19, 2018 at 5:30 p.m., in the Canada Room, Markham Civic Centre.

6. ADJOURNMENT

It was

Moved by Francis Yim

Seconded by Perry Chan

That the fourth meeting of the 2018 Markham Canada Day Committee adjourn at 7:00 PM.

CARRIED