



2018 MARKHAM CANADA DAY COMMITTEE

MINUTES November 23, 2017 Meeting No. 2

Attendance

Members

Perry Chan
Teresa Ing
Kash Khan
Prem Kapur
Aaron Madar

Council

Councillor Amanda Collucci
Councillor Alex Chiu

Staff

Craig Breen, Operations
Fion Lau, EA to Councillor Amanda Collucci
Yvonne Lord Buckley, Corporate Communications
Andrea Berry, Corporate Communications & Community Engagement
Jay Pak, Financial Analyst
Renee Zhang, EA to Councillor Alex Chiu
Bev Shugg Barbeito, Committee Coordinator

Regrets

Kane Elliott
Farsath Hanifa
Davin Kong (SEAS)
Sabrina Luong (SEAS)
Shelly Srivastav
Raj Sethi
Haixian Wang
Daniel Xie
Nancy Yan
Francis Yim
Anastasia Averkov Corporate Communications
Michael Blackburn, Corporate Communications
Matt Busato, Operations
Jason Britton, Working Supervisor, Operations
Trinela Cane,
Commissioner of Corporate Services
Zack D'Sousa, Corporate Communications
Morgan Jones, Operations
Dean McDermid, Plant Operations
David Plant, Manager, Operations
Jing Yu, Corporate Communications

The second 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. She thanked the Committee members for planning and coordinating an amazing and memorable Canada Day event to celebrate Canada's 150th birthday and advised that she is looking forward to planning an equally spectacular event in 2018. The success of the Markham Star Search competition will allow Markham to access new talent.

2. ADOPTION OF THE MINUTES OF THE JUNE 28, 2017 MEETING

It was

Moved by Teresa Ing
Seconded by Kash Khan

That the minutes of the 2017 Markham Canada Day Committee meeting held on June 28, 2017, be adopted as distributed.

CARRIED

3. DEBRIEF OF CANADA DAY 2017

Committee members offered the following feedback:

- The citizenship court went smoothly; 50 residents became Canadian citizens.
- Mayor's Seniors Luncheon – The increased number of volunteers at the stations facilitated fast service. The coffee and tea stations worked well although more coffee pots/fewer tea pots are needed. Transit plans worked well due in part to an increase in the number of buses (from nine to twelve).
- Parade - The parade, featuring the theme "Past, Present, Future", was very successful with 62 participants. It was noted that, in 2018, parade marshals will need to ensure that the parade is not used as a venue for distribution of materials promoting political candidates.
- Milne Park – It was felt that the stage and sound, the headline act and other entertainers, lion dance, and fireworks were very good and well received. It was noted that attention must be given to when announcements are made so that entertainers perform for a full audience. It was noted that Markham Parks staff did a superb job so that arrival at and exit from Milne Park by attendees were accomplished very smoothly. York Region Police were happy with the results. It was recommended that the transit, lighting and security plans in effect for Canada Day 2017 become the standard to be used for future Canada Day events at Milne Park.
- It was suggested that Canada Day 2018 should build on the momentum of Canada Day 2017 by appealing to specific groups, perhaps through posters in community centres and by having community leaders email invitations to the group.

Councillor Alex Chiu left the meeting at 6:10 pm.

4. PLANNING FOR CANADA DAY 2018

a) Budget

Jay Pak distributed the budget report and reviewed the actual spending vs the budget. He noted that if some expenses are reclassified to the Canada 150 budget, the deficit would be approximately \$2,000. However, if the new security measures at Milne Park are adopted as the standard for future Canada day events, increased sponsorship funds will be needed to cover the associated additional expense.

The Committee discussed the expenses and recommended that:

- Sponsorship levels be appropriate in relation to the costs of any amenities provided; Yvonne Lord Buckley will provide the 2017 sponsorship package to Andrea Berry for her review and recommendations;
- Consideration be given to recruiting a sponsor to cover the cost of meals for staff working on Canada Day;
- Sponsorship funds pay for all costs related to the Markham Star Search Contest;
- Consideration be given to raising the cost of food vendor spaces.

Jay Pak left the meeting at 6:25 pm.

b) Corporate Communications and Community Engagement Proposal

Andrea Berry, Corporate Communications, was introduced. Councillor Collucci advised that some communications initiatives included Facebook Live and Google Advertising and that there was lots of hype generated in relation to the Markham Star Search contest. It was suggested that Save the Dates for events related to Canada Day be shared as soon as possible with the Mayor's Office for the Mayor's calendar.

c) Mayor's Seniors' Luncheon

Renee Zhang, EA to Councillor Alex Chiu, advised that she will begin making the arrangements for the luncheon. Yvonne Lord Buckley advised that she will introduce Renee to the owner of Le Parc, venue for the luncheon.

d) Parade

Yvonne Lord Buckley advised that she would welcome committee members to assist in the planning and preparations for the parade. She reported that there were 62 entries in the 2017 parade and she will begin soon to reach out to them regarding participation in 2018. It was noted that the Governor General's Horse Guards and bike valet service were well received. Because Markville Mall is open for business on Canada Day, it was suggested that there be increased communication about the location of public parking at Markville Mall for those taking the transportation provided to and from Milne Park.

e) Transit Arrangements – Seniors Luncheon

It was noted that these transit arrangements worked very well; it was suggested that the same plans be used for 2018.

f) Transit Arrangements – Markville Mall to Milne Park

It was noted that these transit arrangements worked very well; it was suggested that the same plans be used for 2018.

g) Food Vendors

Councillor Collucci thanked Kash Khan for volunteering to lead the process for recruiting food vendors for Canada Day 2018. Yvonne Lord Buckley will ask Jing Yu to provide the contact information for the food vendors recruited in 2017. It was noted that the new layout at Milne Park worked well. It was also reported that there were long lines at the food vendors; there may be a need to identify a number of new food options, including indigenous offerings.

h) Children's Activities

Fion Lau, EA to Councillor Amanda Collucci, reported that plans for the children's activities went well. The air brush painting was well received because the turnaround time was very quick. She noted that the volunteers were very helpful and fewer volunteers may be needed in 2018. She will begin making arrangements for 2018.

i) Stage & Sound

Perry Chan reported that inclement weather, such as that experienced on Canada Day 2017, was challenging for the crew. He also advised it causes difficulty when the headliner's contract specifies particular equipment to be used. In 2017, the stage was crowded but the team worked well and the program ran smoothly.

He advised that the stage should be reserved now; Councillor Collucci agreed that he reserve the stage.

It was noted that an area beside the stage should be kept clear for tents to be set up for performers.

j) 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, in the future, it might attract sponsors for Canada Day events.

k) Fireworks

It was noted that 2017 was the final year of the current contract with Red Boss, the fireworks provider. Yvonne Lord Buckley will follow up with Trinela Cane, Commissioner of Corporate Services, for an update.

l) Security

The new measures to enhance safety for Milne Park attendees will be implemented in 2018 and will become the standard. To ensure attendees walk on the path when exiting Milne Park, large signs will direct attendees to the well-lit path, 4' high fencing will be erected along the exit route from Milne Park, Markham staff will be stationed along the route and will have radio contact with supervisors to request assistance as required, and supervisors will patrol the route to ensure no attendees are walking on the road.

m) Entertainment

The Committee agreed that the entertainment line-up in 2017 was well balanced. It was noted that Splash 'N Boots, and Hip Hop were well received. Yvonne Lord Buckley reported that Doo Doo the Clown has agreed to return as emcee at the same price as in 2017. She will provide a breakdown of all 2017 entertainment costs. It was suggested that any of the top five finalists of the 2017 Markham Star Search Contest be invited to perform at Milne Park and/or the Mayor's Seniors Luncheon.

Councillor Collucci advised that she has asked Eric Lariviere, Manager, Flato Markham Theatre, to begin searching for a headline act for Canada Day 2018.

n) Volunteers

It was noted that the number of volunteers allowed the events to run smoothly.

o) Sponsorship

The Committee discussed potential presenting sponsors and the need to increase the number of sponsors. Andrea Berry advised that, in addition to past sponsors, she will approach contacts in the technology field.

p) Signage

The signs worked very well and it was suggested that the same signs be used for 2018.

q) Parking

The parking arrangements worked very well and it was suggested that the same plans be used for 2018.

r) Road Occupancy Approvals

Crag Breen advised that Corporate Communications should apply for the appropriate permits.

4. OTHER BUSINESS

None was identified.

5. DATES OF FUTURE MEETINGS

The next meeting will be held on Monday, January 15, 2018 at 5:30 p.m., in the Canada Room, Markham Civic Centre.

6. ADJOURNMENT

It was

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| Moved by | Teresa Ing |
| Seconded by | Kash Khan |

That the second meeting of the 2018 Markham Canada Day Committee adjourn at 7:15 PM.

CARRIED