



**MINUTES**

**MARKHAM SANTA CLAUS PARADE COMMITTEE**  
**ROTARY CLUBS OF MARKHAM**  
**Ontario Room, Markham Civic Centre**  
**September 6, 2017**

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**Attendance**

Jim Sandiford, Rotary Club of Markham Sunrise Inc. - Chair  
Councillor Colin Campbell  
Andy Taylor, Chief Administrative Officer  
Susan Peterson  
Peter Still  
Craig Breen, Supervisor Roads East  
Joel Lustig, Treasurer  
Sara McMillen, Senior Manager, Corporate Communication & Community Engagement  
Nikolas Dimitrakopoulos, York Region Police  
Alida Tari, Council/Committee Coordinator

The meeting convened at 4:00 PM with Jim Sandiford in the Chair.

**1. 2017 PARADE THEME AND DATE**

It was confirmed that the date of the parade is Saturday November 25, 2017.

The Committee discussed potential theme ideas and suggested to incorporate the Canada 150 into the theme. It was suggested that the theme be: "Canadian 150 Heritage Christmas's"

**2. GRAND MARSHALL**

There was discussion regarding who should be contacted to be the Grand Marshall. The Committee suggested that Denis Shapovalov be contacted, and see if he would be interested. Joel will contact Tennis Canada and report back at the next meeting.

**3. SPONSORSHIP**

Jim Sandiford will contact Alectra. Joel Lustig will contact Mattamy Homes and TD Bank. Susan Peterson will contact Tim Hortons and Garden Basket.

#### **4. PAID AND AUXILIARY OFFICERS**

The Committee discussed the number of paid and auxiliary officers required for the parade. Jim will email Nikolas Dimitrakopoulos, York Region Police to confirm how many officers are required.

#### **5. TRAFFIC PLAN**

Operations advised that the traffic plan will remain the same as it was for the 2016.

#### **6. OTHER BUSINESS**

##### Museum

Susan Peterson will reach out to Cathy Molloy to discuss and confirm the logistics for the museum.

##### Advertising

Sara McMillen will ensure that the 2017 Markham Santa Claus Parade is advertised in Snap, Markham Economist and Sun, CP24 and 105.9 York Region radio. It was also suggested that the parade be advertised on all electronic billboards at the various City facilities.

##### Vehicles

Sara McMillen will ensure that arrangements are made for the Big Reds and the van that is used to transport the Members of Council.

##### Rotary Clubs

There was discussion regarding potential ways to increase the Rotary Clubs awareness.

##### City By-law Officers

Jim advised that he received complaints regarding parking tickets being issued. Joel Lustig will speak to Trinela Cane regarding this issue.

#### **ADJOURNMENT**

The meeting adjourned at 4:30 p.m.