



**2017 MARKHAM CANADA DAY COMMITTEE
MINUTES
May 15, 2017
Meeting No. 3**

Attendance

Members

Allan Bell
Teresa Ing
Kash Khan
Haixian Wang
Prem Kapur
Raj Sethi

Council

Councillor Amanda Collucci
Councillor Alex Chui

Guests

Sgt. Elaine Morash, York Regional Police
Francis Yim, Vice President, SEAS
Sabrina Luong, SEAS
Julie Suen, Chinese Canadian Radio

Staff

Michael Blackburn, Corporate Communications
Trinela Cane, Commissioner, Corporate of
Services
Candy Fan, EA to Councillor Alex Chi
Fion Lau, EA to Councillor Amanda Collucci
Yvonne Lord-Buckley, Corporate
Communications
Dean McDermid, Parks Operations
Jay Pak, Financial Analyst
Craig Been, Operations Roads
Laura Gold, Council/Committee Coordinator

Regrets

Shelly Srivastava
Perry Chan
Aaron Madar
Sarah McMillan, Corporate Communications
& Community Engagement
Anastasia Averkov, Corporate
Communications
Jing Yu, Corporate Communications

The Canada Day Committee convened at 5:40 pm with Councillor Amanda Collucci presiding as Chair.

1. Adoption of the April 10, 2017, Canada Day Committee Minutes

Moved by Raj Sethi

Seconded by Teresa Ing

That the April 10, 2017, Canada Day Committee Minutes be approved as presented.

Carried

2. Planning for Canada Day 2017

a. York Region Police

Elaine Morash, York Region Police reported that the route for road closures has been mapped out for both the parade and fireworks. The location of paid officers during the event has been provided to staff. The major response trailer may be moved to Milne Park for the event, but this is still to be determined. The Milne Park will be patrolled by police in uniform with marked vehicles prior to the event to show residents that there is a police presence. The team is planning ahead for possible incidences that could occur. Security can be adjusted based on information that comes prior to the event.

Trinela Cane noted that the City's By-Law Officers will also be onsite to support York Region Police if there were an emergency. The City's Emergency Planning Coordinator will also be doing basic emergency management preparation for the event.

b. Corporate Communications and Community Engagement Proposal for Canada Day Campaign

Michael Blackburn provided an update on the Corporate Communications and Community Engagement Proposal for Canada Day Campaign.

Media Launch

The Canada Day Committee Media Launch will be held on June 20, 2017.

Canada Day 150 Promotional Campaign

The Budget for the Canada Day 150 promotional campaign is \$2,200. Some of the places the event will be promoted include:

- online
- radio
- mobile signs
- posters and flyers

Julie Sui from the Canadian Chinese Radio Station was in attendance to announce a \$1K radio sponsorship for the Canada Day event.

It was noted that the flyers will be available at the next meeting, as they need to be updated to reflect that Splash and Boots will be performing at the event.

Moved by Prem Kapur

Seconded Kash Khan

That the Committee approve a \$2200 budget for the promotion and advertising of the 2017 Canada Day event.

Carried

c. Mayor's Senior Luncheon

Candy Fan provided an update on the senior's luncheon to be held on Canada Day. The live music for the event has been booked. Invitations are being sent out to the Senior's Hall of Fame Committee, past Senior's Hall of Fame winners, and to the Seniors Advisory Committee. General registration for the luncheon starts next week. The luncheon can accommodate 820 seniors. A request was made for 8 volunteers from Seas to help with the luncheon.

d. People's Parade

Yvonne Lord Buckley provided an update on the People's Parade. The theme of the parade will be Canada's past, present, and future. To date there has been two applications received for the parade. It was anticipated that the applications will start coming in quickly now. The York Region Police horses will help open and close of the road. The road will be closed for 15 minutes prior to the parade.

e. Transit arrangements - Seniors Lunch

Teresa Ing provided an update on the seniors' transit. Most of the six pick up location could accommodate a 60 foot bus, but one of the locations could only accommodate a 40 foot bus. Consequently, two more 40 foot buses may be required. The total number of buses required will be confirmed once the numbers for the luncheon are confirmed in the second week of June.

York Region Police is recommending that a number system be used to manage the buses rather than the colour system, which was used last year. Based on this recommendation, the buses will be numbered from one to six and the seniors will be provided with a wristband with the number of their bus on it.

At the end of the luncheon the master's of ceremony will request the seniors to remain seated until their bus number is called. The bus volunteers will also communicate this on the bus ride to the luncheon. A Committee Member suggested calling the big buses first.

It was requested that the budget for seniors' transit be increased by \$1,000, as more buses may be required.

Move by Teresa Ing

Seconded by Prem Kapur

That the budget for the seniors' transit be increased by \$1000.

Carried

f. Transit Arrangements – Markville Mall

Yvonne Lord Buckley provided a transit update. There will be shuttle buses running in the morning, afternoon and evening from Markville Mall to Milne Park. Staff are also looking at having a bus or van stay behind at the end of the night to transport families left behind. This would be at an extra cost if the Committee supported this idea. The number of shuttle buses will be confirmed closer to the event.

g. Food Vendor Update

Yvonne Lord Buckley advised that there are six confirmed food vendors to date, which include three ice cream vendors. The Committee questioned if the number of ice cream vendors should be limited based on feedback from last year that sales were low for this type of vendor. Staff noted that the low sales were likely due to the weather rather than the number of ice cream vendors and suggested that they should not be limited at this time.

Nancy Yan has received verbal confirmations from prospective food vendors that they will be participating in the event. The Committee suggested that she use the list provided to her by Jing Yu to determine the type of food vendors to target.

h. Children's Activities

Fion Lau provided an update on the children's activities. The planning of the activities is proceeding well. There will be no face painting this year, but there will be an airbrush artist at the event.

i. Stage and Sound

Yvonne Lord Buckley reported that a stage extension is no longer needed. A quote \$10K to \$20K was received for multiple LED screens with tall poles so people can see the stage from a distance.

f. Markham Star Search Contest

There were 150 Star Search video submissions received. The high number of submission was attributed to the ad placed in Markham Life and the radio advertisement. The submissions will be reviewed by the judging team. Staff were planning on holding the auditions at the Cornell Community Centre, but are now investigating the possibility of moving the auditions to the Pan Am Centre, which has a larger capacity in light of the number of submissions.

A Committee Member suggested using some of the video submissions to promote the Canada Day event. Staff like the idea and are currently looking into the suggestion.

j. Fireworks/Permits

Dean McDermid reported that the permits for the fireworks should be completed by next week.

k. Security /Lighting/Fencing

Dean McDermid reported the following pricing:

- LED lighting on roadway and pathway - \$5,600 (increase of \$1,500 increase from last year)
- Fencing dividing pathway and roadway - \$10,800 (new expense)

A diagram of the proposed lighting was circulated to the Committee to view. The fencing was considered very important to the safety of pedestrians and it was recommended by York Region Police. The Committee discussed the high cost of the fence and considered looking at purchasing it for future events if the fence works out well this year. Staff noted that the Committee would need to consider the staff resources required to install the fence, and the storage cost if it looked at purchasing the fence in the future.

Moved by Allan Bell
Seconded by Raj Sethi

That the Committee approve fencing for \$10,800;and,

That the Committee approve lighting for 5,600 (\$1,500 increase from last year).

Carried

l. New Site Plan for Food Vendors

Dean McDermid reported that the site plan for the food vendors will be horseshoe shaped and that there will be approximately 10 to 30 vendor spots. With the new site plan all vendors will pay the same price, as all spots are equally desirable. It was noted that four volunteers from Seas will need to assist with the set-up of the food vendors on the morning of the event.

m. Entertainment

Yvonne Lord Buckley provided the following Canada Day entertainment update:

- Advised that Splash and Boots will be performing at the event;
- Asked a lip singing group, and a Bollywood dance group from the Youth Taskforce to perform at the event;
- Confirmed Doo Doo the Clown's attendance at the event;
- Asked for approval to have Kim Wheatley an indigenous dancer perform at the event for a cost of \$1,000;
- Asked for approval to have a African dance group perform at the event for the cost of \$1,800;
- Asked for the approval to have the Little Pear Garden Dance Company, a Chinese dance group to perform at the event for \$2,000;
- Asked for the approval to have a hip hop group perform at the event for \$2,000;
- Asked for the approval of up to \$2,500 for an opening act to be confirmed;
- Asked for the approval of \$500 for a band to play at the end of the event.

Moved Councillor Alex Chiu
Second Kash Khan

That the expenditure of \$1,000 plus HST for Kim Wheatley an indigenous dancer be approved.

Carried

Moved by Teresa Ing
Second by Allan Bell

That the expenditure of \$2000 plus HST for Little Pear Garden Dance Company (Chinese Dance Group) be approved.

Carried

Moved by Teresa Ing
Second by Allan Bell

That the expenditure of \$2,000 plus HST for a Hip Hop dance group be approved.

Carried

Moved by Teresa Ing
Seconded by Allan Bell

That the the expenditure of up to \$2,500 plus HST for the opening act be approved.

Carried

Moved by Allan Bell
Seconded by Teresa Ing

That the expenditure of \$500 plus HST for the ending act be approved.

Carried

The Committee deferred the approval of the African dance for \$1,800 plus HST until more information on the status of the budget is known. It was noted that the entertainment budget for the headline performance is \$20,000 and the budget for the remainder of the entertainment is \$15,000.

g. Volunteers Update

Francis Yim requested that all volunteer requirements for the event be emailed to him by June 1st. The request should include the number of volunteers needed, the position description of the volunteer, and the position's volunteer team leader.

The Committee noted that it will no longer need volunteers to manage traffic, as this role was decided to be too dangerous for volunteers and because pedestrians and vehicle traffic will now be separated by a fence. Dean McDermid requested six to eight volunteer to help with way finding at the main entrance and in the parking area.

It was questioned if the volunteers would be covered under the City's insurance policy. Staff advised that in the past SEAS was provided with City's insurance for the event.

The Committee discussed having volunteer t-shirts created for the event. Michael Blackburn will provide the design and Councillor Amanda Collucci will look for a sponsor to cover the cost of the t-shirts. A breakdown of the number and sizes of the t-shirts should be provided to Councillor Amanda Collucci.

Volunteers and staff will be provided with food vouchers to use on the day of the event.

h. Sponsorship

Trinela Cane reported that \$59,500 has been raised in sponsorship funds for the event, which includes a new \$3,000 sponsorship from Prem and Yash Kapur.

i. Signage

Michael Blackburn reported that there will be similar signage to last year. Signs will be white with red stripes.

j. Parking

Yvonne Lord Buckley requested that the Committee email their parking pass needs to Anastasia. Physical parking passes will not be produced this year.

k. Road Occupancy/ Approvals/Permit/YRP

Yvonne Lord-Buckley will work with Craig Breen to obtain the road permits for closing Highway 7 and McCowan Road for the People's Parade.

l. Citizenship Court

The plans for the citizenship court are underway. No further update was provided on this item.

m. Miscellaneous

There was no miscellaneous items.

3. Other Business

There was no new business.

4. Future Meetings

The next meeting of the Canada Day Committee is scheduled for Monday, June 12, 2017, at 5:30 p.m. in the Canada Room.

Future meetings will be held at 5:30 pm as follows:

Monday June 12, 2017 in the Canada Room

Wednesday June 28, 2017 in the Canada Room

5. Adjournment

The Canada Day Committee adjourned at 7:30 pm.