



## 2017 MARKHAM CANADA DAY COMMITTEE

### MINUTES June 5, 2017 Meeting No. 6

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#### **Attendance**

##### **Members**

Prem Kapur  
Aaron Madar  
Haixian Wang

##### **Council**

Councillor Amanda Collucci

##### **Guests**

Eric Li, Markham Financial  
Sunnie Sun, Markham Financial  
Yang Pan, Markham Financial  
Nick Wang, Markham Financial  
Lucy Wo, Markham Financial  
Julie Suen, Chinese Radio Station

##### **Staff**

Craig Breen, Operations  
Trinela Cane,  
Commissioner of Corporate Services  
Candy Fan, EA to Councillor Alex Chiu  
Yvonne Lord Buckley, Corporate Communications  
Fion Lau, EA to Councillor Amanda Collucci  
Sara McMillen, Corporate Communications &  
Community Engagement  
Jay Pak, Financial Analyst  
Jing Yu, Corporate Communications  
Bev Shugg Barbeito, Committee Coordinator

##### **Regrets**

Allan Bell  
Perry Chan  
Kane Elliott  
Farsath Hanifa  
Teresa Ing  
Kash Khan  
Raj Sethi  
Shelly Srivastav  
Daniel Xie  
Francis Yim  
Nancy Yan  
Councillor Alex Chiu  
Anastasia Averkov, Corporate  
Communications  
Michael Blackburn, Corporate  
Communications  
Matt Busato, Operations  
Jason Britton, Working Supervisor, Operations  
Zack D'Sousa, Corporate Communications  
Morgan Jones, Operations  
David Plant, Manager, Operations

The sixth meeting of the 2017 Markham Canada Day Committee convened at 5:45 p.m. with Councillor Amanda Collucci serving as Chair.

**1. WELCOME**

Councillor Amanda Collucci welcomed everyone to the meeting and noted it was the second to last meeting before Canada Day.

**2. ADOPTION OF THE MINUTES OF THE MAY 15, 2017 MEETING**

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

**3. PLANNING FOR CANADA DAY 2016**

a) Corporate Communications and Community Engagement Proposal

Sara McMillen, Corporate Communications & Community Engagement, provided an update on plans for Canada Day: weekly promotions have begun, social media will be live within the week, posters are available for distribution, electronic sign boards have been put in place around the City, and the Media Launch press conference is planned for June 20, 2017. The twelve semi-finalists of the Markham Star Search competition will be selected on June 9; the semi-finalists will perform at live auditions on June 16; audio tapes of the auditions will be featured from June 16-20, and the top three will be named as finalists at the press conference on June 20.

b) Mayor's Seniors' Luncheon

Candy Fan, EA to Councillor Alex Chiu, advised that all seats for the luncheon have been reserved as of June 5. She also advised that Le Parc is booked until 4:30 pm on June 30 and staff will not be able to access it until after that time to begin set up.

Committee members were advised that the Mayor's Office is sending invitations to dignitaries for all Canada Day events.

Candy Fan advised she is arranging for lime green t-shirts to be made for volunteers to wear. Eric Li, Markham Financial, advised that Markham Financial had already had 100 white t-shirts made. Following Committee discussion, Markham Financial agreed that these t-shirts could be used as give-aways to boost community engagement and graciously offered to sponsor the lime green t-shirts for volunteers.

c) Parade

It was reported that there are 6 entries in the parade and the City has a float to mark the Canada 150 event. Councillors have yet to respond as to whether they will be walking in the parade or riding in a vehicle.

d) Transit Arrangements

Yvonne Lord Buckley reported on behalf of Teresa Ing that, now that the number of attendees is known, planning for bus routes and number of buses can begin. Seniors will be transported to and from the luncheon via 40-foot buses; 60-foot buses will be used to shuttle residents between Markville Mall and Milne Park. It was advised that this might increase the cost of the buses another \$500 above the 1,000 approved at the May meeting. An orientation session will be held for bus volunteers so they are aware of their duties.

e) Food Vendors

Jing Yu, Corporate Communications, reported that 11 food vendors, 7 trucks and 4 booths, have been confirmed; there may be a possibility that others will confirm soon. Jing Yu and Nancy Yon will reach out to vendors who participated in 2016 to determine whether they are interested in participating again in 2017. The new layout will be used even if there are fewer vendors this year.

f) Children's Activities

Fiona Lau, EA to Councillor Amanda Collucci, advised that she is waiting for confirmation of the number of performers. She also reported that Markham Financial will sponsor a children's bouncy castle. Trinela Cane advised that Markham is not able to permit an enclosed bouncy castle will not be permitted and it was suggested that, if possible, a slide or maze be selected. Fiona Lau will assist in determining a location for the bouncy castle at Milne Park and Yvonne Lord Buckley will provide information about insurance requirements.

g) Stage & Sound

It was reported that all plans are in place.

Councillor Amanda Collucci advised that she had received a quote for an LED screen but felt it was expensive at \$10,000-12,000. She received a second quote of \$3,950 + HST for a screen 10' high by 21'8" wide. There is a budget surplus that would cover this cost and it was felt that the LED screen would attract Canada Day attendees to the stage. It was agreed to discuss this matter with Perry Chan.

h) Markham Star Search Contest

Sara McMillen reported that, on June 9, Eric Lariviere, Manager Markham Flato Theatre, and other judges will review 150 submissions and determine twelve semi-finalists. On June 16 at the Cornell Community Centre, the semi-finalists will perform in live auditions; Markham Financial may provide an opening act. The top three semi-finalists will be named as finalists at the press conference on June 20. It was noted that the Toronto Sun Activity Guide has featured the Markham Star Search Contest.

i) Fireworks

Craig Breen reported that plans have been finalized.

j) Radio

It was reported that the Canadian Chinese Radio Station has agreed to contribute sponsorship of \$1,000. Councillor Collucci thanked the radio station for its sponsorship.

k) Signage

Craig Breen advised that existing signs will be updated and new signs will be made as they are requested.

Eric Li, Markham Financial, presented a proposal for a “Canada” sign, similar to the iconic “Toronto sign. Committee discussion focused on the dimensions, materials used, and whether the sign would be free standing. Eric Li will obtain additional information and send it to Sara McMillen.

Yvonne Lord Buckley reported that a large three-tier cake will be donated by Home Depot; she will find an appropriate location for it at Milne Park.

Councillor Collucci left the meeting at 6:52 pm. Trinela Cane, Commissioner of Corporate Services, assumed the chair.

l) Security

It was reported that, to minimize the possibility of accidents with cars, the City will erect 4’ high fencing along the exit route from Milne Park in order to ensure attendees walk on the path, not on roads. Craig Breen confirmed that the fencing and lighting towers have been ordered; the Committee felt that these would enhance security efforts. He suggested that the City may wish to consider purchasing these items rather than renting them every year.

Yvonne Lord Buckley reported that Sergeant Elaine Morasch, York Regional Police, recommended, and therefore she has arranged for a security guard, with cell phone and vehicle to be on site at Milne Park overnight for both June 30 and July 1. Additional security personnel will be highly visible at Milne Park and the shuttle stop at Markville Mall.

m) Entertainment

Yvonne Lord Buckley advised that the entertainment line-up is:

- Kim Wheatley, Anishnaabe band member of Shwanaga First Nation, performing a traditional blessing of the land
- Keisha Wynn, singing “O Canada”
- Town Crier
- Toronto Dance Institute
- Little Pear Garden Dance Company (Chinese Dance with live music),
- Splash ‘N Boots
- Doo Doo the Clown
- Gadfly Urban Dance Company (hip-hop group)
- Markham Star Search Winner
- Headliner Francesco Yates
- Fireworks

Trinela Cane praised the entertainment team for creating such a fine entertainment line-up.

n) Volunteers

It was reported that Candy Fan and Fion Lau have provided to SEAS the information about the numbers of volunteers needed, as well as the duties the volunteers will be required to perform. Other Committee members were asked to report their requirements as soon as possible. Yvonne Lord Buckley will provide information about volunteers needed to assist with the parade and the luncheon.

o) Sponsorship

Trinela Cane reported that Tim Horton's has provided a sponsorship in the amount of \$7,500, bringing the total sponsorships raised to \$64,300. Jay Pak, Financial Analyst, reported that this is the highest sponsorship amount raised. Trinela Cane commended everyone involved for the tremendous results.

p) Parking

It was reported that requests for parking passes should be directed to Anastasia Averkov, Corporate Communications.

q) Budget

Jay Pak distributed the budget report; he reviewed the budget status and reported that, on this Canada Day, Markham is celebrating Canada 150 so there are extra expenses such as those to support the Markham Star Search Contest or special printing or technical costs related to sponsorships.

r) Road Occupancy

Craig Breen advised that the road report and permits were ready for distributions to York Region Police. He did not expect there to be any surprises. Craig Breen will work with the Parade subcommittee members to isolate an area that could be dedicated for a parade set up area for large groups.

s) Citizenship Court

It was reported that the Citizenship Court will start at 9:00 am; this earlier start will allow the Councillors to arrive at Le Parc in time for the Mayor's Seniors luncheon.

t) Miscellaneous

None was identified.

**4. OTHER BUSINESS**

None was identified.

**5. DATES OF FUTURE MEETINGS**

The next meeting is scheduled for Wednesday June 21, 2017 at 5:30 pm in the York Room.

**6. ADJOURNMENT**

The sixth meeting of the 2017 Markham Canada Day Committee adjourned at 7:25 PM.