



2017 MARKHAM CANADA DAY COMMITTEE

MINUTES April 10, 2017 Meeting No. 4

Members

Councillor Alex Chiu, Co-Chair
Councillor Amanda Collucci, Co-Chair
Perry Chan
Teresa Ing
Prem Kapur
Kash Khan
Hiaxian Wang

Guests

Christine Matthews
Francis Yim, Vice President, SEAS
Sgt. Elaine Morash, York Regional Police
Nancy Yon
Albert Kim

Staff

Anastasia Averkov, Corporate Communications
Michael Blackburn, Corporate Communications
Craig Breen, Operations
Trinela Cane, Commissioner, Corporate Services
Candy Fan, EA to Councillor Alex Chiu
Fion Lau, EA to Councillor Amanda Collucci
Yvonne Lord-Buckley, Corporate Communications
Dean McDermid, Parks Operations
Sara McMillen, Corporate Communications &
Community Engagement
Jay Pak, Financial Analyst
Jing Yu, Corporate Communications
John Britto, Committee Secretary (PT)

Regrets

Allan Bell
Aaron Madar
Raj Sethi
Shelly Srivastava

The fourth meeting of the 2017 Markham Canada Day Committee convened at 5:38 p.m. on Monday, April 10, 2017, with Councillor Amanda Collucci and Councillor Alex Chiu serving as Co-Chairs.

1. ADOPTION OF MINUTES OF THE MARCH 13, 2017 MEETING

It was

Moved by Teresa Ing; and

Seconded by Francis Yim

That the minutes of the 2017 Markham Canada Day Committee meeting held on March 13, 2017, be adopted as distributed.

CARRIED

2. PLANNING FOR CANADA DAY 2017

a) Preview to Canada Day (Media Launch)

Yvonne Lord Buckley, Corporate Communications, advised that the media launch for the 2017 Markham Canada Day event will be held at 10:30 a.m. on June 20, 2017, in the Great Hall.

Yvonne further advised that the headliner act has yet to be confirmed. A draft media launch program will be prepared as soon as the headliner act is confirmed.

Responding to a question from a member, Councillor Collucci, Co-Chair and Michael Blackburn, Corporate Communications advised that auditions for Star Search Markham will be held on Friday, June 15, 2017, and the winner will be announced at the media launch on June 20, 2017.

b) Advertising/Posters/Invitations

Michael Blackburn, Corporate Communications, reported that Star Search Markham was successfully launched through a very impressive media launch. He further advised that five mobile signs have been placed at high traffic locations throughout the City and two social media campaigns have been activated. City Page advertisements have been placed in SNAPD Markham and Markham View. Information boards have been placed at all public libraries and community facilities in the City. As well, residents can sign up for Canada 150 alerts through the City's web portal.

The City's website is updated on a regular basis with 2017 Canada Day event programming as new material is received. Michael distributed copies of the Sponsorship package to Committee members.

Councillor Collucci, Co-Chair suggested that an email blast be done as some schools were not aware of the Canada Day Event. She further advised that she has got a marketing quote of

\$3,500 from Fairchild TV for promoting the Canada Day Event on their community bulletins from April 30 to May 6. Councillor Collucci will email this information to Michael Blackburn, Corporate Communications.

Responding to a question from a member, Michael Blackburn, Corporate Communications advised that multi-lingual media campaigns will be considered based on available budget. Councillor Collucci advised that she is willing to source sponsorship for media campaigns. Michael will contact Councillor Collucci with budget requirements for the Canada Day event media campaigns.

Nancy Yon was requested to provide contact details of ethnic newspapers and media outlets to Michael Blackburn, Corporate Communications.

Responding to a suggestion from Kash Khan, Councillor Collucci advised that there should be increased media coverage for the South Asian community. Michael Blackburn, Corporate Communications was requested to follow-up with the South Asian media on this matter.

c) Mayor's Seniors' Luncheon

Candy Fan, EA to Councillor Alex Chiu, advised that preparations for the Mayor's Seniors' Luncheon event are progressing well. She will contact SEAS to organize volunteers for the event. She further advised that she will work with Teresa Ing to organize transport for the attendees.

Responding to a question from Councillor Collucci, Co-Chair, Michael Blackburn, Corporate Communications advised that the Canada Day celebrations event is being widely publicised in Markham Life Magazine.

Trinela Cane, Commissioner of Corporate Services suggested that Councillors could also send out information of the event through their individual newsletters and email blasts. Michael Blackburn, Corporate Communications advised that an appropriate flyer, when approved, could be used in email blasts to publicize the event.

d) Parade

Anastasia Averkov, Corporate Communications advised that she is still waiting for confirmation and a quote from the Governor General's Horse Guards. She further advised that Shelly Srivastava who is the lead on the parade sub-committee had to leave for India to attend to a family emergency.

Yvonne Lord-Buckley, Corporate Events suggested that Christine Matthews take over the lead in the absence of Shelly Srivastava.

Anastasia Averkov, Corporate Communications advised that the waiver forms will provide an opportunity for Councillors to indicate whether they would like to use the City float, their own vehicle or walk during the parade.

Responding to a question from a member about cancelling the parade and/or event due to inclement weather conditions on the day, Trinela Cane, Commissioner of Corporate Services advised that this decision will need to be made by a senior City staff member. She advised

that there could be many reasons for cancelling the parade or the Canada Day event, e.g. threat during the parade, or even at the park during the event. Trinela advised that representatives from York Regional Police, Markham Fire Services, Parks Operations and Corporate Events should form a core group to consult with and decide cancellation of the parade or the Canada Day event in case of unforeseen circumstances.

Sergeant Elaine Morash, York Regional Police suggested that the operations of the parade and the Canada Day Event should be handled separately from a risk management perspective. She was of the opinion that Canada Day events could be potential soft targets for terrorism. Sergeant Morash advised that York Regional Police is preparing an incident response plan for all Canada Day events in the region. She suggested that it would be advisable that more than one individual be available, preferably with radio communications equipment, to communicate with in case of an emergency.

Responding to a suggestion from Christine Matthews, Trinela Cane, Commissioner of Corporate Services advised that a combination of a communications protocol and a decision tree should be prepared. She suggested that the York Regional Police, in collaboration with key City departments work together on this matter.

Councillor Collucci, Co-Chair advised that the Communications Protocol team will consist of Trinela Cane, Commissioner of Corporate Services, Markham Fire Chief Dave Decker, Sergeant Elaine Morash, York Regional Police, Dean McDermid and Craig Breen, Parks Operations.

Responding to a question from a member, Craig Breen, Operations, advised that volunteers from the St. John Ambulance services will be at the park and York Region EMS and Fire Services will be at the front of the parade to take care of medical emergencies that may occur during the parade.

Councillor Collucci, Co-Chair advised that she has contacted an individual who can organize 150 Lion Heads to participate in the parade. Councillor Collucci will provide the contact details of this individual to Christine Matthews.

Responding to a suggestion from Kash Khan, Councillor Collucci informed that Canada 150 does not have a mascot. She further advised that she is negotiating with a company for two LED screens that can be used for displaying the Canada 150 logo at the park.

e) Transit Arrangements

Yvonne Lord-Buckley advised that she did a site visit of the park along with Operations staff. She will be meeting with two transit supervisors from York Region Transit on April 19 to further review transit arrangements for the parade and the Canada Day Event.

f) Food Vendors

Nancy Yon advised that this year the sub-committee has decided to organize the food vendors in an open rectangle setting. She further advised that to date 26 food vendors have confirmed their participation at the Canada Day event. Nancy advised that she will email the members a map of the food vendors setup.

Councillor Collucci, Co-Chair suggested that the projection equipment in the Canada Room should be utilized going forward.

Responding to a question from a member, Nancy Yon advised that the cost for food vendors has been set at \$350.

g) Children's Activities

Fion Lau, EA to Councillor Collucci advised that the air brush and tattoos will cost \$500 plus tax for 3 hours. She further advised that face painting will cost \$475 plus tax. Fion provided members with a sample of tattoo designs.

Prem Kapur suggested to have 2 face painters, as this is very popular among the kids and it was very well patronized last year.

Michael Blackburn, Corporate Communications suggested that it would be good to include the Canada 150 logo as one of the tattoo designs.

Trinela Cane, Commissioner of Corporate Services advised that air brush is very fast as compared to face painting, which takes a longer time. As well, air brush is vegetable based. Trinela further advised that Frank Chain was engaged by the City three years ago, and his work was well commended and appreciated even by the adults who attended the event. She advised that this activity could be a little expensive considering the equipment required, viz. generator, compressor, etc.

Sergeant Elaine Morash, York Regional Police advised that face painting could cause skin rash if the brushes are not properly cleaned.

Responding to a question from a member, Fion Lau, EA to Councillor Collucci advised that there will be other kids activities, like balloon twisting, etc.

Councillor Collucci, Co-Chair advised members to provide Fion Lau with details of kids activities that they would like the committee to consider for the Canada Day Event. This would enable budget allocation for consideration by the committee.

Responding to a question from Fion Lau with respect to golf carts, Dean McDermid advised that Parks Operations will take care of this requirement.

h) Stage and Sound

Perry Chan advised that the headline act has requested double the size of the usual stage, which is currently not available. Perry has requested Eric Lariviere, Manager of the Flato Markham Theatre to contact the Manager of the headline act, and is waiting for a response.

Perry further advised that the entertainment program cannot be finalized as the headline act is not yet confirmed. The headline act has a condition that no one can use the stage after their equipment has been set up.

Responding to a question from Councillor Collucci, Co-Chair, Perry Chan advised that the headline act has requested that the entire stage should be covered.

Trinela Cane, Commissioner of Corporate Services advised that Eric Lariviere, Manager of the Flato Markham Theatre informed her that such requests are typical of the headline act. She is in consultation with Eric to get this issue resolved, failing which another headline act will need to be sourced.

Responding to a question from Councillor Chiu, Co-Chair, Councillor Collucci, Co-Chair advised that a contract was sent to the headline act, but the contract has not yet been signed, and negotiations are ongoing between Eric Lariviere, Manager of the Flato Markham Theatre and the Manager of the headline act.

i) Fireworks/Permits

Trinela Cane, Commissioner of Corporate Services advised that expenses for fireworks for the 2017 Markham Canada Day event will be \$27,000 plus tax, and the vendor has agreed to supply additional fireworks worth \$5,000 for free.

Perry Chan volunteered to find out the cost of having a laser show for the closing act.

j) Entertainment

Yvonne Lord-Buckley, Corporate Communications advised that the entertainment schedule cannot be finalized until the headline act has been confirmed. Yvonne further advised that there will be an opening act before the headline act, which will consist of singing of the National Anthem and one more song at the Citizenship Court, for \$500.

Christine Matthews volunteered to contact Martina Ortiz-Luis, a Grade 10 student from Woodbridge who has been contracted by the Toronto Maple Leafs to sing the National Anthem at all their games, to find out if she is available and willing to sing the National Anthem and one more song for the 2017 Markham Canada Day event and the Citizenship Court.

It was

Moved by Prem Kumar; and

Seconded by Kash Khan

That \$500.00 plus tax, be budgeted for the singer of the National Anthem and one more song for the Canada 150 launch and at the Citizenship Court.

CARRIED

Yvonne Lord-Buckley, Corporate Communications advised that Kim Wheatley, Anishnaabe band member of Shwanaga First Nation is willing to perform a traditional blessing of the land for a cost of \$1,000.

Responding to a question from a member with respect to the inconsistency in paying \$1,000 for a traditional blessing of the land and \$500 for singing the National Anthem and one additional song, Yvonne Lord-Buckley, Corporate Communications advised that rates have increased because of the 150th birthday celebrations all over the country, however, Kim Wheatley is charging only \$1,000 because of the recent signing of the partnership accord between the City of Markham and Eabametoong First Nation.

Responding to a question from Trinela Cane, Commissioner of Corporate Services, Yvonne Lord-Buckley advised that she can confirm from Kim Wheatley whether she will also do a performance after the traditional blessing of the land.

Trinela Cane, Commissioner of Corporate Services advised that she is pleased that Kim Wheatley has agreed to bless the land at the 2017 Canada Day event, considering that the First Nation peoples are not supporting Canada's 150th birthday celebrations in light of the history of how indigenous peoples have been treated over the years.

Yvonne Lord-Buckley, Corporate Communications advised that the grant applied for to cover the expenses for the Little Pear Garden Dance, the Hip-Hop Group and the Ballet Creole Dance has not been approved. Yvonne further advised that she has requested Monica to contact the Chinese Dance group and the Hip-Hop group to get a quote for two 20-minute performances.

Yvonne Lord-Buckley, Corporate Communications advised that the expenses for the Mini-Pops group will be \$5,000 for two 30-minute performances.

Responding to a question from Councillor Collucci, Co-Chair, Michael Blackburn, Corporate Communications advised that to date nine (9) entries have been received for the Star Search Markham competition.

Nancy Yon advised that she will be getting four more entries for the Star Search Markham competition.

Christine Matthews suggested that the Committee consider Zero Gravity Circus as an act for the 2017 Canada Day event.

Yvonne Lord-Buckley, Corporate Communications advised that the intention to have the Mini Pops perform was in order to cater to the kids, as the headline act would be catering more to the teenage crowd.

Responding to a question from Nancy Yon as to why some performers are getting paid, whereas performers from the Star Search Markham competition will not be paid, Yvonne Lord-Buckley, Corporate Communications advised that the Star Search Markham competitors are not professional.

Kash Khan advised that the Committee is focusing on professionals in order to have a good performance for the Canada Day event.

Councillor Collucci, Co-Chair advised that through the Star Search Markham competition, we could discover some good talent that can be used for further Canada Day events. At this time it is not known what calibre of performers we will get in Star Search Markham.

Councillor Collucci, Co-Chair advised that ethnic advertising media will be utilized to generate more interest and participation in the Star Search Markham competition.

Sara McMillen, Corporate Communications & Community Engagement advised that “Frequently Asked Questions” is being prepared for assisting potential participants of the Star Search Markham competition.

Responding to a question from Councillor Collucci, Co-Chair, Jay Park, Financial Analyst advised that the entertainment budget has been increased by \$30,000, which will be an incremental increase of \$15,000 from last year in anticipation of the increase in the headline act expenses. Jay confirmed that \$5,000 has been budgeted for the Mini Pops group.

Responding to a question from Councillor Collucci, Jay Park, Financial Analyst advised that we have a balanced budget through the generous increase in sponsorships.

The Committee discussed the increase in the cost of the headline act, especially related to stage and equipment. Councillor Collucci, Co-Chair suggested that Markham Financial could be contacted with a proposal to increase their sponsorship amount to cover the additional expenses for the headline act.

Councillor Collucci, Co-Chair advised that the decision to engage the Mini Pops will have to wait till we hear back from the headline act.

k) Volunteers

Francis Yim, Vice President of Community Relations, SEAS advised that as suggested at the last meeting, 42 volunteers will be organized for the 2017 Canada Day event. He advised that members should provide him by June 1, 2017, the duties to be performed by the volunteers.

With respect to providing T-shirts for volunteers, Councillor Collucci, Co-Chair advised that the number of T-shirts and sizes required should be provided to her in the second week of June. Councillor Collucci suggested that Frances Yim work in collaboration with Corporate Communications on a design for the T-Shirts.

Fion Lau, EA to Councillor Collucci advised that each department should send the number of volunteers required to Francis Yim.

John Britto, Committee Secretary (PT) agreed to circulate Francis Yim’s email address to the committee members.

Sergeant Elaine Morash, York Regional Police advised that volunteers should be utilized to direct pedestrians to the path, which should be well-lit, especially after the event.

Yvonne Lord-Buckley, Corporate Events advised that the issue of crowd control should be revisited.

l) Sponsorship

Trinela Cane, Commissioner of Corporate Services advised that she had a very successful meeting with Bell Canada who have pledged \$10,000 for stage sponsorship and Markham Centre Financial who have pledged \$15,000 and an additional \$5,000 as sponsorship for Star Search Markham.

Trinela Cane, Commissioner of Corporate Services distributed copies of the Sponsorship package and requested members to reach out to their networks in an effort to seek additional sponsorship for the event. Trinela suggested that John Britto, Committee Secretary (PT) circulate the Sponsorship Package to the committee members electronically.

Trinela further advised that the Sponsorship Package will be emailed along with a cover letter to the 2015 and 2016 sponsors acknowledging the previous contributions. She further advised that the City has already generated \$30,000 in sponsorships even before launching the sponsorship campaign.

Councillor Collucci, Co-Chair suggested that Nancy Yon could help send the sponsorship package to D&H. She also advised that Markham Centre Financial have a marketing department that can help solicit additional sponsorship. Councillor Collucci advised that she will follow-up with Eric Lee, as well, to get more sponsorship.

Councillor Collucci, Co-Chair advised that the Canadian Chinese Radio Station has agreed to do a free radio broadcast of the Canada Day event in Markham. She further advised that the sponsorship package has been sent to Hansen.

m) Signage

No update was provided.

n) Parking

Dean McDermid, Parks Operations advised that 150 parking passes will be provided this year.

o) Security

Sergeant Elaine Morash, York Regional Police advised that she has applied for 12 Auxiliary Officers for the parade and 12 Auxiliary Officers for the 2017 Canada Day event at the Milne Park. She further advised that volunteers and auxiliary officers cannot direct traffic, however, they can stand behind barriers at closed intersections. Volunteers can be used as parade marshals and for directing event attendees. Volunteers can also be used to direct people to the buses after the event.

Sergeant Elaine Morash, York Regional Police advised that she will need 20 volunteers for crowd management after the event.

Responding to a question from Councillor Collucci, Co-Chair, with respect to training for volunteers, Francis Yim advised that he will organize two (2) Volunteer Supervisors to provide training for the volunteers.

Sergeant Elaine Morash, York Regional Police advised that York Regional Police will not be responsible for civilian volunteers.

Responding to a suggestion from Christine Matthews with respect to using snow fencing to aid in crowd control, Craig Breen, Parks Operations advised that snow fencing is considered hard closure of the road which could cause safety issues.

Sergeant Elaine Morash, York Regional Police advised that the City will need to increase the number of security personnel as York Regional Police do not have sufficient resources like that provided in 2016.

Yvonne Lord-Buckley advised that additional security arrangements will need to be reviewed and appropriate recommendations made going forward.

Councillor Collucci, Co-Chair suggested that Parks Operations bring back crowd control options for consideration at the next meeting.

p) Budget

Jay Pak, Financial Analyst distributed copies and provided an overview of the budget for the 2017 Markham Canada Day event.

Councilor Collucci, Co-Chair suggested that additional efforts should be put into improving sponsorships for this year's event, considering that there will be potential additional expenses for the headline act and a larger stage set up.

q) Miscellaneous

(a) Jing Yu, Corporate Communications advised that the expenses for the Bike Valet for this year will be a total of \$600, with the City's portion of the expense being \$300.

It was

Moved by Teresa Ing; and

Seconded by Perry Chan

That \$300.00 plus tax, be budgeted for the expenses towards the Bike Valet.

CARRIED

(b) Trinela Cane, Commissioner of Corporate Services suggested that the opening ceremony of the event will need to be scoped, as dignitaries will need to be contacted and appropriate security arrangements need to be organized. Trinela suggested that she and Yvonne Lord-Buckley will prepare a draft run-sheet for the opening ceremony.

(c) Councillor Collucci, Co-Chair advised that she will follow-up with the Mayor with respect to the Citizenship Court event. Trinela Cane, Commissioner of Corporate Services advised that the Mayor has informed her that the Citizenship Court is being organized by the Mayor's Office. She further advised that she has informed the Mayor that she can provide additional assistance, if required through Legislative Services.

4. OTHER BUSINESS

There were no other business items for consideration.

5. DATES OF FUTURE MEETINGS

The next meeting is scheduled for Monday, May 15, 2017 at 5:30 pm in the Canada Room.

6. ADJOURNMENT

It was

Moved by Kash Khan; and

Seconded by Nancy Yon

That the fourth meeting of the 2017 Markham Canada Day Committee adjourn at 7:45 PM.

CARRIED