



## **2017 MARKHAM CANADA DAY COMMITTEE**

### **MINUTES February 6, 2017 Meeting No. 2**

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#### **Attendance**

##### **Members**

Allan Bell  
Perry Chan  
Sunil Channan  
Henry Fang  
Prem Kapur  
Kash Khan  
Aaron Madar  
Raj Sethi  
Shelly Srivastav  
Haixian Wang  
Daniel Xie  
Francis Yim  
Nancy Yon

##### **Regrets**

Kane Elliott  
Farsath Hanifa  
Teresa Ing  
Matt Busato, Operations  
Jason Britton, Working Supervisor, Operations  
Zack D'Sousa, Corporate Communications  
Samantha Gray,  
EA to Commissioner of Corporate Services  
Fion Lau, EA to Councillor Amanda Collucci  
Morgan Jones, Operations  
David Plant, Manager, Operations

##### **Council**

Councillor Alex Chiu  
Councillor Amanda Collucci

##### **Staff**

Anastasia Averkov, Corporate Communications  
Craig Breen, Operations  
Trinela Cane,  
Commissioner of Corporate Services  
Candy Fan, EA to Councillor Alex Chiu  
Yvonne Lord Buckley, Corporate Communications  
Jay Pak, Financial Analyst  
Jing Yu, Corporate Communications  
Bev Shugg Barbeito, Committee Coordinator

The second meeting of the 2017 Markham Canada Day Committee convened at 5:45 p.m. with Councillor Alex Chiu serving as Chair.

**1. WELCOME**

Councillor Alex Chiu welcomed new members to the meeting and introductions were made.

**2. ADOPTION OF THE MINUTES OF THE NOVEMBER 7, 2016 MEETING**

It was

Moved by           Perry Chan  
Seconded by       Craig Breen

That the minutes of the 2017 Markham Canada Day Committee meeting held on November 7, 2016, be adopted as distributed.

CARRIED

**3. PLANNING FOR CANADA DAY 2016**

a) Preview to Canada Day (Media Launch)

Yvonne Lord Buckley, Corporate Communications, reported that a tentative date has been set for June 20, 2016 from 10:30 – 11:30 am in the Great Hall of the Markham Civic Centre. Committee members were asked to reserve this date and to attend the event.

b) Heritage Grant

Trinela Cane, Commissioner of Corporate Services, reported that Markham's Heritage Canada grant application was submitted in the amount of \$42,000.

c) Advertising/Posters/Invitations

Yvonne Lord Buckley reported that a Corporate Communications advisor, in charge of updating the Canada Day logo to incorporate the Canada 150 theme, will attend the next meeting to provide an update.

Councillor Amanda Collucci assumed the role of Chair at 6:00 pm.

d) Mayor's Seniors' Luncheon

Candy Fan, EA to Councillor Alex Chiu, advised that approval is needed to hire the entertainment group 'Blue Sol'. The Committee directed Candy Fan to obtain a quote and report back to the Committee.

Candy Fan advised that one volunteer would be needed to assist with planning the luncheon and many volunteers would be needed on the day of the event. Trinela Cane agreed to send a request to Markham staff asking for volunteers.

For the benefit of new members, Trinela Cane advised that the Mayor's Seniors' Luncheon is a free event for Markham residents. Approximately 800-900 seniors attend and there is a process in place for them to reserve a space. The room is decorated, there is entertainment, and lunch is served.

e) Parade

Anastasia Averkov, Corporate Communications, reminded Committee members that, in last year's parade, there were 31 entries including the Town Crier, horses, music and floats. The Committee discussed ways to ensure the parade engages residents as well as how to incorporate indigenous elements and the Canada 150 theme into the parade. It was reported that Markham will have a Canada 150 float. Committee members discussed the possibility of the Markham Museum having a float chronicling the story of Markham's past.

Approval was requested to book the Shriners at a cost of \$600 and Governor General's Horse Guards at a cost of \$1,300. Yvonne Lord Buckley reported that she has tentatively reserved the Horse Guards. The Shriners have been well received in the past but the Committee would like to consider alternatives.

It was

Moved by Councillor Amanda Collucci

Seconded by Perry Chan

That the Markham Canada Day Committee approve the booking of the Governor General's Horse Guards at a cost of \$1,300.

CARRIED

It was agreed that a subcommittee will bring recommendations to the Committee.

Members of the subcommittee include:

Shelly Srivastav

Haixian Wang

Aaron Madar

f) Transit Arrangements

Yvonne Lord Buckley explained the transit arrangements required for Canada Day events including buses to transport residents to the Mayor's Seniors Luncheon and the shuttle buses from Markville Mall to Milne Park. Volunteers will be required to assist. Yvonne Lord Buckley will ask the Clerk's Office to confirm with Teresa Ing whether she will continue to assist in planning the parade.

g) Food Vendors

Jing Yu, Corporate Communications, reported that there were 11 food vendors in 2016; one other food vendor was unable to participate because their truck broke down. Food vendors operate at Milne Park from 12 pm to the end of the fireworks. Vendors reported low sales due to inclement weather on Canada Day in 2016. Efforts will be made to attract the same number of vendors as last year. Some Committee members advised that the positioning of the food vendors needs to change since the public cannot see the second row of food vendor trucks with the existing layout.

Sunil Channan offered to assist Jing Yu to recruit more food vendors offering greater variety. Nancy Yon will offer advice but would like to assist with entertainment plans.

The Committee discussed pricing for Canada Day 2017 food vendors. Jing Yu advised that the prices in 2016 were \$350 for a premium spot and \$300 for other spots; it was proposed that prices be raised to \$400 for a premium spot and \$350 for other spots. It was agreed that a sub-committee would work with Matt Busato (Operations) regarding positioning and size of spots, and bring back a proposal outlining pricing and positioning to the Committee for its consideration. Sunil Channan will lead the subcommittee; Nancy Yon, Prem Kapur, Councillor Alex Chiu, and Matt Busato will assist. Jing Yu will provide a diagram showing the positioning of food vendors in 2016.

h) Children's Activities

No report was available.

i) Stage & Sound

Trinela Cane provided an overview of the timing for Milne Park events: Children's Activities, 3 pm; parade arrives, 4:30 pm; flag raising ceremony, 5 pm; entertainment begins shortly after 5 pm; and the headline act performs at approximately 9 pm.

Yvonne Lord Buckley advised that approval would be needed for the SL250 stage at a cost of \$4,900 plus taxes, and Doo Doo the clown at a cost of \$1,695, increased from \$1,221 in 2016. Committee members questioned whether the SL250 stage would be large enough and were advised that no other stages are available for this year due to demand for events celebrating Canada 150.

It was

Moved by Kash Khan  
Seconded by Allan Bell

That the Markham Canada Day Committee approve the booking of the SL250 stage at a cost of \$4,900 plus taxes.

CARRIED

It was

Moved by Allan Bell  
Seconded by Kash Khan

That the Markham Canada Day Committee approve the booking of Doo Doo the Clown at a cost of \$1,695.

CARRIED

j) Fireworks

Trinela Cane reported that the contract is being renewed for a period of three years.

k) Entertainment

Councillor Amanda Collucci reported that it is very important to Markham Council that quality multicultural talent be sourced and recruited to celebrate Canada 150. Therefore, it is important that the entertainment team have a strong lead. Yvonne Lord Buckley will

provide the entertainment line-up for 2016 to Nancy Yon. It was reported that Eric Lariviere, Flato Markham Theatre, is prepared to assist in sourcing a headline act and negotiating a contract with them. It was also suggested that talent acts could audition online.

It was agreed that a subcommittee will bring recommendations to the Committee.

Members of the subcommittee include:

Nancy Yon  
Daniel Xie  
Henry Fang  
Kash Khan  
Perry Chan  
Sunil Channan  
Councillor Amanda Collucci  
Trinela Cane  
Eric Lariviere

l) Volunteers

SEAS, through Francis Yim, will be asked to provide volunteers. He advised that information about the numbers of volunteers needed, as well as the duties the volunteers will be required to perform, is required by June 1. Committee members were asked to report their requirements at the next meeting or send them to Councillor Amanda Collucci.

Francis Yim advised that, there was no time for SEAS to make full use of the tent provided for volunteers but it will be required for this year.

Councillor Collucci advised she may try to find a sponsor to provide t-shirts for volunteers. Committee members discussed the possibility of also having t-shirts for committee members. When asked about the possibility of selling t-shirts, Committee members were reminded that there has been a long standing practice of not allowing retail ventures, other than food vendors, at Canada Day events.

m) Sponsorship

Trinela Cane reported that an integrated sponsorship package has been developed to offer sponsorship opportunities for Canada Day. Kash Khan and Shelly Srivastav offered to assist.

n) Signage

It was reported that the inventory of signs is in good shape and that Operations staff will hold time to make new signs as needed. It was noted that extensive social media coverage is conducted in English, Federal signs are in English and French, and bilingual/trilingual volunteers are used at the Mayor's Seniors' Luncheon.

o) Parking

It was reported that plans to keep the number of parking passes to 100 or fewer worked well in 2016.

p) Security

It was reported that York Region Police are concerned with egress from Milne Park; Markham has agreed that volunteers will usher pedestrians to the path to minimize the possibility of accidents with cars.

Councillor Amanda Collucci has requested the Clerk's Office to invite York Region Police to attend meetings; Sergeant Elaine Morasch will attend the next meeting.

q) Budget

Jay Pak, Financial Analyst, reviewed the budget status and reported that the surplus carried forward is \$31,000. He will report trends going forward.

The Committee discussed signing authority for approving invoices related to Canada Day activities.

It was

Moved by Perry Chan  
Seconded by Shelly Srivastav

That invoices relating to Canada Day activities will require two signatures for approval: (i) one of Councillor Collucci or Councillor Chiu, and (ii) Commissioner of Corporate Services Trinela Cane.

CARRIED

It was also noted that Markham policy requires three quotes for costs over \$5,000; however, Canada Day costs, for items such as inflatables, may be approved by the Committee with the invoices approved as noted above.

**4. OTHER BUSINESS**

None was identified.

**5. DATES OF FUTURE MEETINGS**

The next meeting is scheduled for Monday March 13, 2017 at 5:30 pm in the Canada Room.

**6. ADJOURNMENT**

It was

Moved by Nancy Yon  
Seconded by Francis Yim

That the second meeting of the 2017 Markham Canada Day Committee adjourn at 8:05 PM.

CARRIED