



**MINUTES**

**MARKHAM SANTA CLAUS PARADE COMMITTEE**  
**ROTARY CLUBS OF MARKHAM**  
**Building Boardroom, Markham Civic Centre**  
**October 6, 2016**

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**Attendance**

Jim Sandiford, Rotary Club of Markham Sunrise Inc. - Chair  
Councillor Colin Campbell  
Yvonne Buckley Lord, Corporate Communications  
Cathy Molloy, Manager Museum  
Morgan Jones, Manager, Roads Operations  
Cynthia Szeta, Business Development & Events Coordinator, Museum  
Alida Tari, Council/Committee Coordinator

**Regrets**

Susan Peterson  
Peter Still  
Craig Breen, Supervisor Roads East  
Joel Lustig, Treasurer  
Dennis Flaherty, Corporate Communications & Community Engagement

The meeting convened at 4:05 PM with Jim Sandiford in the Chair.

**1. ADOPTION OF THE SEPTEMBER 7, 2016 MEETING MINUTES**

The September 7, 2016 Markham Santa Claus Parade Committee meeting minutes were approved as presented.

**2. GRAND MARSHALL**

The Mayor's office has contacted some Markham athlete's requesting them to participate as Grand Marshalls for the Markham Santa Claus Parade. It was noted that Maxime Brinck-Croteau has confirmed his attendance, and the following are currently pending: Andre De Grasse, Charity Williams, Marissa Papaconstantinou and Sarah Wells.

**3. SANTA CLAUS FLOAT**

The meeting request was sent out to the same volunteers that assisted with the decorating last year, and the time will be confirmed at a later date.

**4. SPONSORSHIP**

TD will sponsor \$2,500, and PowerStream will sponsor \$3,000. Jim will be meeting with a representative from Remington to discuss potential sponsorship.

**5. PAID AND AUXILIARY OFFICERS**

This will be discussed at the next meeting.

**6. TRAFFIC PLAN**

Operations advised that the traffic plan will remain the same as it was for the 2015.

**7. OTHER BUSINESS**

Federal and Provincial Grants

Cathy Molloy will forward links to Jim for potential Federal and Provincial grants.

Co-Host

Jim advised that George Scott has agreed to co-host.

Vehicles

Yvonne will confirm that Dennis makes arrangements for the Big Reds and Shuttle Bus. Jim will contact Kavanagh.

Advertising

Yvonne will request Dennis to contact the York Region radio station and CP24 to have them advertise the event, and ensure advertisement is in the Economist & Sun and all the electronic billboards at the various City facilities is taken care of.

**ADJOURNMENT**

The meeting adjourned at 4:30 p.m.