



2016 MARKHAM CANADA DAY COMMITTEE

MINUTES June 7, 2016 Meeting No. 5

Attendance

Members

Perry Chan
Prem Kapur
Sabrina Luong
Aaron Madar
Raj Sethi

Council

Councillor Alex Chiu
Councillor Amanda Collucci

Guest

Officer T. Korte, York Region Police

Regrets

Allan Bell
Kane Elliott
Farsath Hanifa
Teresa Ing
Jason Britton, Working Supervisor, Operations
Trinela Cane,
Commissioner of Corporate Services
Morgan Jones, Operations
Jay Pak, Financial Analyst
Diane Samek, Corporate Communications
Dan Vincent, Bylaws Enforcement

Staff

Olivia Bella, Corporate Communications
Craig Breen, Operations
Matt Busato, Operations
Zack D'Souza, Corporate Communications
Candy Fan, EA to Councillor Alex Chiu
Dennis Flaherty, Director, Communications &
Community Relations
Fion Lau, EA to Councillor Amanda Collucci
Yvonne Lord Buckley, Corporate Communications
David Plant, Manager, Operations
Andrea Tang, Manager, Financial Planning
Jing Yu, Corporate Communications
Bev Shugg Barbeito, Committee Coordinator

The fifth meeting of the 2016 Markham Canada Day Committee convened at 5:37 p.m. with Councillor Amanda Collucci serving as Chair.

1. WELCOME

Councillor Amanda Collucci welcomed everyone to the meeting. Yvonne Lord Buckley introduced David Plant, Manager, Operations.

2. ADOPTION OF THE MINUTES OF THE MAY 16, 2016 MEETING

It was

Moved by Fion Lau
Seconded by Candy Fan

That the minutes of the 2016 Markham Canada Day Committee meeting held on May 16, 2016, be adopted as distributed.

CARRIED

3. PLANNING FOR CANADA DAY 2016

a) Preview to Canada Day (Media Launch)

The Preview to Canada Day media launch is scheduled to take place on Tuesday, June 14 from 11:30 am – 12:30 pm in the Great Hall of the Markham Civic Centre. Yvonne Lord Buckley, Corporate Communications, reported that entertainment, including mascots and young vocalists, will be featured at the media launch. However, Alyssa Reid, the headline act will not be available to attend. The Town Crier will pronounce the official opening of the media launch, Allan Bell will serve as emcee, and there will be an opportunity for Councillor Collucci and Councillor Chiu to address attendees. Invitations have been sent to approximately 180 media contacts.

b) Advertising/Posters/Invitations

Dennis Flaherty, Director Communications & Community Relations, reported that ads have already been placed: two have appeared promoting the Mayor's Seniors' Luncheon and one will appear this week promoting Alyssa Reid as the headline act. The Mayor's office will send invitations to dignitaries.

It was confirmed that, at the second meeting held on March 30, 2016, additional budget funds were allocated to increase the Advertising/Promotion budget to \$800.

Dennis Flaherty reported that, in order to adhere to privacy legislation which requires organizations to obtain the consent of individuals for their image to be used, signs will be posted at Milne Park advising Canada Day event attendees that pictures will be taken of the event for future promotional efforts.

The Committee agreed that the cost of the Bike Valet service will be shared equally with the Markham Cycling and Pedestrian Advisory Committee, and also to keep the light towers on for at least 30 minutes after the end of the fireworks.

Dennis Flaherty played a new video featuring footage from last year's events that will be used to give Markham residents a taste of the Canada Day experience. The video was well received by Committee members and it was suggested that next year's video include shots of the Committee Co-chairs. Yvonne Lord Buckley will check on protocols related to including footage of the Citizenship ceremony in such videos.

Committee members were encouraged to share Canada Day information and promotion with their social media contacts.

c) Assistants

Councillor Collucci requested that Committee members advise Sabrina Luong by the end of the meeting of the numbers of volunteers needed to assist in managing events on Canada Day.

d) Mayor's Seniors' Luncheon

Candy Fan, EA to Councillor to Alex Chiu, reported that registration has closed because the maximum number of attendees has been reached and that the Contact Centre will provide a report of registrations to Olivia Bella. It was reported that staff have handled a situation involving a misunderstanding related to a message from the Contact Centre. Entertainment will be the same as last year.

e) Parade

Zack D'Souza, Corporate Communications, reported that 30 entrants have confirmed their participation in this year's parade; it is possible that one or two more may yet confirm participation. Zack D'Souza requested approval for the cost of the Shriners' Caboose at \$650 compared to \$500 last year. It was agreed that the additional amount of \$150 is within the Transfer Amount to the Balance Sheet of the budget; the amount was approved. Zack D'Souza will advise the Shriners.

Zack D'Souza was commended for all his efforts in planning and cording the parade.

f) Transit Arrangements

Olivia Bella reported that, as of June 6, 2016, 261 seniors had registered to use the buses to travel to the Mayors' Seniors Luncheon. She will confirm the number of buses with York Region Transit (YRT) by June 15, 201 since YRT has advised that there is more demand for buses this year.

g) Food Vendors

Jing Yu, Corporate Communications, reported that 11 vendors have confirmed participation, compared with 15 vendors last year. She reported that two vendors, who participated last year, have decided not to participate this year because they felt the revised layout of food vendor locations would mean they would be too far away from the stage, resulting in lower sales. This will not have a major impact on the budget. Jing Yu will create a list of vendors and provide it to Operations for signs to be made.

h) Children's Activities

Fion Lau reported that she has confirmed for this year the children's entertainers who participated last year. She has provided Sabrina Luong information about the volunteers required, and will try to find volunteers to wear the mascot costumes. She is waiting for information about the children's tents and will send the layout information to Olivia Bella.

i) Stage & Sound

Perry Chan reported that the stage will be installed at 1:00 pm on June 30, 2016, inspection will take place at 4:00 pm and the power generator will be delivered at 2:00 pm. He reported that he is waiting for confirmation about possible additional equipment

required by the headline act which might cost up to \$1,500; this amount is within the budget.

j) Entertainment

Yvonne Lord Buckley reported that the entertainment schedule is close to being finalized. The Committee discussed the costs of entertainment acts and agreed that, in future years, costs of hospitality and additional equipment for the headline act should be specified in the contract. Yvonne Lord Buckley advised that she has a quote of \$1,236 for four tents; she will request a revised quote for seven tents.

k) Volunteers

Sabrina Luong reminded Committee members that information about the numbers of volunteers needed, as well as the duties the volunteers will be required to perform, is required. She requested three parking passes. It was reported that t-shirts have been ordered for volunteers.

l) Sponsorship

It was reported that a total of \$20,300 has been received to date. Dennis Flaherty reported that he and Trinela Cane discussed with Bell Canada its possible interest to be a presenting sponsor. Bell Canada has a long relationship with Markham and is a generous supporter of Markham's Canada Day events, but it also sponsors many other Canada Day events around Ontario. It is felt that Bell Canada will once again be a sponsor; Dennis Flaherty may propose a sponsorship level in return for being the main stage sponsor. A meeting will be arranged or Dennis Flaherty, Councillor Chiu, and Councillor Collucci to discuss ways to increase sponsorship.

m) Signage

Craig Breen reminded Committee members to give as much notice as possible for any new signs that are needed such as the list of the entertainers, parade participants, food vendors, and signs needed for the various tents.

n) Parking

Matt Busato requested Committee members to let him know as soon as possible the number of parking spots needed and who the passes are for.

o) Security

Olivia Bella reported that a security guard with cell phone and vehicle have been arranged for overnight at Milne Park for both June 30 and July 1. Olivia Bella reported that she had met with York Region Police Officer T. Korte. He advised that the security plans last year went well and reported that he does not anticipate many changes for this year. He was not able to confirm at this time whether officers would be available for bike patrols. He will send recommendations to Olivia Bella and they will finalize security plans.

p) Budget

Andrea Tang, Manager, Financial Planning, advised that there are still some outstanding expenses so it would be better to finalize the budget at the next meeting. She reviewed the budget and expenses to date. It was suggested that next year there be a line item to track expenses related to the headline act. She advised that there is a surplus of \$3,765

which could cover overages this year or be carried forward to 2017 in order to make Canada Day events special in honour of Canada's 150th birthday.

q) Miscellaneous

- It was reported that meals will be provided to staff who work through the lunch and dinner periods, likely via vouchers to be used at the food vendors.
- Water will be provided for staff via the WOW truck.
- It was suggested that Eric Lariviere, General Manager Flato Markham Theatre, be invited to attend the wrap-up meeting.
- All members were encouraged to attend the Media Launch on June 14 and the final meeting on June 27.

4. OTHER BUSINESS

None was identified.

5. DATES OF FUTURE MEETINGS

The next meeting of the Markham Canada Day Committee is scheduled for Monday, June 27, 2016 at 5:30 PM in the York Room at the Markham Civic Centre.

6. ADJOURNMENT

It was

Moved by Craig Breen

Seconded by Matt Busato

That the fifth meeting of the 2016 Markham Canada Day Committee adjourn at 6:59 PM.

CARRIED