



2016 MARKHAM CANADA DAY COMMITTEE

MINUTES May 16, 2016 Meeting No. 4

Attendance

Members

Perry Chan
Kane Elliott
Teresa Ing
Prem Kapur
Sabrina Luong
Raj Sethi

Regrets

Allan Bell
Farsath Hanifa
Aaron Madar
Jason Britton, Working Supervisor, Operations
Rob Hincks, Operations
Morgan Jones, Operations
Councillor Amanda Collucci

Council

Councillor Alex Chiu

Guest

Officer Jin Park, York Region Police

Staff

Olivia Bella, Corporate Communications
Craig Breen, Operations
Matt Busato, Operations
Trinela Cane,
Commissioner of Corporate Services
Zak 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
Jay Pak, Financial Analyst
Diane Samek, Corporate Communications
Dan Vincent, Bylaws Enforcement
Jing Yu, Corporate Communications
Bev Shugg Barbeito, Committee Coordinator

The fourth meeting of the 2016 Markham Canada Day Committee convened at 5:36 p.m. with Councillor Alex Chiu serving as Chair.

1. WELCOME

Councillor Alex Chiu thanked everyone for attending the meeting.

2. ADOPTION OF THE MINUTES OF THE APRIL 18, 2016 MEETING

It was

Moved by Perry Chan
Seconded by Craig Breen

That the minutes of the 2016 Markham Canada Day Committee meeting held on April 18, 2016, be adopted as distributed.

CARRIED

3. PLANNING FOR CANADA DAY 2016

a) Preview to Canada Day (Media Launch)

Dennis Flaherty, Director Communications & Community Relations, reported that invitations had been sent to Committee members. Alyssa Reid, the headline act will not be available to attend. Yvonne Lord Buckley, Corporate Communications, reported that she is hoping to reserve other entertainment such as mascots and Bollywood dancers.

b) Heritage Grant

Dennis Flaherty, Director, Communications & Community Relations, advised that Markham will receive a 2016 Heritage Grant of \$32,000.

c) Advertising/Posters/Invitations

Diane Samek, Corporate Communications, reported that the poster is ready and she is waiting for approval from Wax Records regarding the positioning of wording relating to Alyssa Reid, the headline act. The evite is in production and will be ready this week. Content is ready to appear on TVs at City facilities. Ads promoting Markham's Canada Day events have been placed in the Seniors' section and editorial section of the current edition of "Markham Life". Space is being booked for ads to appear on the City page of the "Markham Economist & Sun", in "Snappd", etc. A new URL specifically for Markham events will be in operation soon. A new video with footage from last year's events is close to being ready.

d) Assistants

It was reported that volunteers are still needed to assist in the following areas: People's Parade; Children's Zone; Seniors Luncheon; Seniors Lunch - Bus Meet & Greet (Markville Mall pick up to Le Parc); Entertainment; Food Vendors; Milne Park – Bus Meet & Greet (Markville Mall in/out of Milne Park).

e) Mayor's Seniors' Luncheon

Candy Fan, EA to Councillor to Alex Chiu, reported that the posters created by Corporate Communications will be sent to homes for seniors to promote the Mayors' Seniors' Luncheon. Registration will take place from May 30 – June 15. The Contact Centre will provide reports every Friday for registrations made up to the Wednesday that week.

Yvonne Lord Buckley reported that she will arrange performers for the luncheon.

Perry Chan requested that Markham provide two projectors and ensure that Le Parc makes its screen available for use during the luncheon.

f) Parade

Kane Elliott will lead the planning for the Parade. Zak D'Souza, Corporate Communications, reported that 13 entrants have confirmed their participation in this year's parade.

The Committee discussed the charges of two parade participants: the Governor General's Horse Guards (\$1,500) and the Shriners' Caboose (\$600). It was agreed that, unless because they would not cause a material change to the budget, the charges could be endorsed by the Committee without a motion.

g) Transit Arrangements

Olivia Bella reported that there were no new developments to report. Previously, she requested assistance from Markham's Bylaw Enforcement officers for bus control during the evening; Dan Vincent advised that two Bylaw officers could be available.

h) Food Vendors

Jing Yu, Corporate Communications, reported that maps indicating revisions to the layout of food vendor locations have been sent to potential food vendors. There are eight premium spaces and seven regular spaces. Locations will be allocated on a first come, first served basis.

The Committee discussed whether the food vendor who sold "stinky tofu" last year would be invited to participate this year. Committee members were reminded that this tofu created a terrible stench at Milne Park and resulted in much negative publicity for Markham's Canada Day evening event. It was agreed that Yvonne Lord Buckley will advise this food vendor that they will not be invited to participate this year.

i) Children's Activities

Fion Lau reported that she has confirmed for this year the children's entertainers who participated last year. She will provide Sabrina Luong information about the volunteers required.

j) Stage & Sound

Perry Chan reported that the stage has been reserved and he requested information about possible additional equipment that the headline act might require. Diane Samek will reach out to the agency representing Alyssa Reid to get this information.

k) Fireworks

It was reported that the fireworks plans are in place.

l) Entertainment

Yvonne Lord Buckley reported that the entertainment schedule will be available for the next meeting. She is sourcing tents for use at Milne Park; she will advise the Committee of the total cost for the tents at the next meeting. As reported previously, there will be fewer groups to allow extra time for set ups between acts. Heather Hogan will be the handler for the headline act, Alyssa Reid. Allan Bell has been confirmed as emcee for the Mayor's Seniors' Luncheon and at Milne Park.

Addendum: On May 17, 2016, Eric Lariviere, General Manager Flato Markham Theatre, advised Councillor Alex Chiu that Alyssa Reid has been confirmed as the headliner for Canada Day and a fully executed contract has been finalized.

m) 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 by June 1. Olivia Bella advised that 15 volunteers will be needed as marshals on the buses transporting seniors to the luncheon at Le Parc. Other volunteers will be needed to assist at the Markville Mall parking lot; she will check with York Region Police for their suggestion as to how many volunteers would be needed. Olivia Bella suggested that a Bylaw Officer might assist; Dan Vincent advised that a Bylaw Officer could be assigned to any location.

n) Sponsorship

Fion Lau reported that Flato Markham Theatre has submitted its contribution; with that, a total of \$17,300 has been received to date. It was reported that a meeting with Bell Canada has been scheduled for June 8; Trinela Cane and Dennis Flaherty will contact Bell Canada before the meeting to determine its possible interest as a presenting sponsor.

o) Signage

Craig Breen reminded Committee members to give as much notice as possible for any new signs that are needed. He asked Perry Chan for a list of the entertainers and Kane Elliott for a list of parade participants. Yvonne Lord Buckley and Olivia Bella will provide information for signs needed for the various tents. Matt Busato displayed a layout of Milne Park and suggested staff could use it as a reference for planning purposes.

p) Parking

Matt Busato advised that no additional food vendor spaces were created so the number of available parking spots remains the same. He will arrange for parking passes to be printed.

q) Security

Olivia Bella reported that Sgt. Morasch of York Region Police has advised that officers on bicycles will not be available this year. That may result in the need to increase the number of paid duty officers to ensure the safety of attendees at Milne Park. It is also critical to have officers at major intersections during the parade. Olivia Bella will arrange a meeting with York Region Police, Craig Breen and herself to discuss security needs and report back to the Committee.

r) Budget

Jay Pak, Financial Analyst, distributed and reviewed the *Canada Day Proposed 2016 Budget* document (dated May 16, 2016). He advised that the budget includes the cost increase for the Mayor's Seniors' Luncheon and that the Vendor Fee revenue would change based on information reported about the number of premium spaces. In response to questions, he advised that the actual equipment expense in 2015 was higher than usual because of the need to provide special equipment for the headline act; the budgeted amount for 2016 reflects the actual expense in other years.

s) Miscellaneous

None was identified.

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 13, 2016 at 5:30 PM in the Council Chamber at the Markham Civic Centre.

6. ADJOURNMENT

It was

Moved by Perry Chan

Seconded by Craig Breen

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

CARRIED