



## 2016 MARKHAM CANADA DAY COMMITTEE

### MINUTES April 18, 2016 Meeting No. 3

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#### **Attendance**

##### **Members**

Perry Chan  
Teresa Ing  
Sabrina Luong  
Aaron Madar

##### **Council**

Councillor Alex Chiu  
Councillor Amanda Collucci

##### **Regrets**

Allan Bell  
Kane Elliott  
Farsath Hanifa  
Prem Kapur  
Raj Sethi  
Jason Britton, Working Supervisor, Operations  
Diane Samek, Corporate Communications

##### **Staff**

Anastasia Averkov, Corporate Communications  
Olivia Bella, Corporate Communications  
Craig Breen, Operations  
Matt Busato, Operations  
Trinela Cane,  
Commissioner of Corporate Services  
Candy Fan, EA to Councillor Alex Chiu  
Dennis Flaherty, Director, Communications &  
Community Relations  
Rob Hincks, Operations  
Morgan Jones, Operations  
Fion Lau, EA to Councillor Amanda Collucci  
Yvonne Lord Buckley, Corporate Communications  
Jay Pak, Financial Analyst  
Jing Yu, Corporate Communications  
Bev Shugg Barbeito, Committee Coordinator

The third meeting of the 2016 Markham Canada Day Committee convened at 5:35 p.m. with Councillor Alex Chiu and Councillor Amanda Collucci serving as Co-Chairs.

#### **1. WELCOME**

Councillor Amanda Collucci and Councillor Alex Chiu thanked everyone for attending the meeting.

## **2. ADOPTION OF THE MINUTES OF THE MARCH 30, 2016 MEETING**

It was

Moved by            Craig Breen  
Seconded by        Rob Hincks

That the minutes of the 2016 Markham Canada Day Committee meeting held on March 30, 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 she has reserved the Great Hall at the Markham Civic Centre on June 14 at 11:30 am for this event. It is hoped that the headline act will be confirmed soon and will be available to attend. "Save the Date" notices will be sent to the Mayor, Councillors, Allan Bell, and the Markham Town Crier John Webster.

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

Dennis Flaherty advised that posters, ads and other items are ready to be printed as soon as information about the headline act is confirmed and added to the artwork. An ad promoting Markham's Canada Day events has been placed in the current edition of "Markham Life".

d) Assistants

Councillor Collucci asked Committee members to help identify volunteers 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).

Yvonne Lord Buckley will develop a critical path for review by the Committee at the next meeting.

e) Mayor's Senior's Luncheon

Candy Fan, EA to Councillor to Alex Chiu, reported that she and Yvonne Lord Buckley visited Le Parc, the luncheon venue. The menu will be the same as last year, including gluten free pasta. However the price has increased from \$10 per person to \$12 per person, resulting in a budget impact of \$1,800 - \$2,000; this price will be guaranteed for 2016 and 2017.

Candy Fan advised that she will be working with the Contact Centre to coordinate registration by seniors in June. Because there are sometimes delays in obtaining numbers for each bus required from the Contact Centre, the Committee discussed the possibility of

beginning registration sooner in order to provide York Region Transit with the information it needs at an earlier date. It was agreed that registration dates would be June 1 – June 17.

Olivia Bella reported that she will order coloured wrist bands corresponding to the colours assigned to the bus routes; the cost will be minimal.

f) Parade

Anastasia Averkov, Corporate Communications, reported that there were 39 entrants in last year's parade. She will update the registration form and send it to those interested in about participating this year. Kane Elliott will assist with planning for the Parade.

g) Transit Arrangements

Olivia Bella reported that, based on the same number of seniors attending the luncheon, the number of buses will be the same as required in 2015. York Region Transit (YRT) has quoted a price of \$104 per hour per bus. She has asked for YRT constables for Milne Park and Markville Mall and is waiting for confirmation. She has also requested assistance from Markham's Bylaw Enforcement officers.

h) Food Vendors

Jing Yu, Corporate Communications, reported she will obtain from Perry Chan a list of vendors who participated last year and begin contacting them to determine interest in participating this year.

A meeting at Milne Park will be arranged for Councillor Collucci, Councillor Chiu, Perry Chan and Rob Hincks to discuss possible revisions to the layout of food vendor locations.

The Committee discussed the rates to be charged food vendors. It was noted that the rates were not required to be consistent with those charged at the Children's Festival since Canada Day events attract a different audience and food vendors at Canada Day may expect to make a greater number of sales. It was agreed to increase rates by \$50 so that standard food vendor locations will be charged \$300 and premium locations, \$350.

In response to questions about permitting other types of vendors, it was noted that other vendors have not been approved in the past in order to avoid commercialization of the Canada Day event. The Committee agreed to maintain the practice of permitting only food and beverage vendors at the Canada Day events.

i) Children's Activities

Fion Lau reported that she has begun approaching the children's entertainers who participated last year. There will be a slight increase in the cost of the balloon twister. Yvonne Lord Buckley will make arrangements for the trampoline.

j) Stage & Sound

Perry Chan requested information about possible additional equipment that the headline act might require; Dennis Flaherty will forward a copy of the proposed contract to him.

k) Fireworks

It was reported that the fireworks plans are in place.

l) Entertainment

Dennis Flaherty reported that the contract with the headline act is close to being finalized.

Yvonne Lord Buckley reported that she has started contacting possible entertainment acts; Allan Bell as emcee, Doo Doo the Clown, and two bands, have been confirmed. Allan Bell has also made suggestions for other entertainers. The cost of Doo Doo the Clown will be \$1,356; this expense was approved.

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.

n) Sponsorship

Trinela Cane, Commissioner of Corporate Services, reported that sponsorship letters have been sent to potential sponsors and some responses have already been received. Councillor Collucci and Councillor Chiu will follow up with select sponsors; follow up with others will be conducted by Trinela Cane and Dennis Flaherty. Dennis Flaherty will forward the sponsorship package to Committee members.

o) Signage

Committee members were reminded to give as much notice as possible for any new signs that are needed.

p) Parking

Rob Hincks advised that he will be able to advise the number of parking spots available once the layout for food vendors has been confirmed.

q) Security

Olivia Bella reported that there have been slight increases to rates for York Region Police; however, rates for overnight security will be lower because of a change in vendor.

Yvonne Lord Buckley, Craig Breen and Olivia Bella will 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 April 18, 2016). He advised that previous years' budgets were restated to reflect actual costs in appropriate categories. It was suggested that the line called "Children's Activity Tent" be modified to "Children's Activity". The 2015 cost for the Sky Dancer will be transferred to "Equipment" of "Children's Activity" rather than "Entertainment". Yvonne Lord Buckley will obtain quotes for tents and advise Jay Pak.

The increase in the 2016 Heritage Grant will cover most increases in Canada Day expenses this year although there may be increased expenses due to reporting or other requirements needed to fully recoup the increase grant amount. Since the goal is to keep a balanced budget, the Committee will continue to exercise prudent spending.

It was

Moved by Candy Fan  
Seconded by Fion Lau

That the Markham Canada Day 2016 Committee receive the *Canada Day Proposed 2016 Budget* document, and approve the following changes to be documented for the next meeting:

- 2016 Heritage Grant - \$32,000;
- Mayor's Senior's Luncheon - price increase from \$10 per person to \$12 per person;
- Food Vendors - increase rates by \$50 so that standard food vendor locations will be charged \$300 and premium locations, \$350;
- Entertainment – the cost of Doo Doo the Clown will be \$1,356.

CARRIED

s) Miscellaneous

- Councillor Collucci reported that meetings will be held with the Markham Public Art Advisory Committee about the possibility of commissioning a piece of art to unveil at the Markham Civic Centre in 2017 to celebrate Canada's 150<sup>th</sup> anniversary; pictures of the art could be displayed at Canada Day events that year.
- Angus Glen will provide golf carts; Fion Lau will advise that four will be needed and that Markham Operations staff will arrange for them to be picked up and returned.
- The Committee discussed ways to better secure the Sky Dancer or find an alternate way of indicating where to find Lost Children; Olivia Bella will investigate the height of the Markham banner to determine whether it could be used.
- Olivia Bella reported that two paramedics and St. John's Ambulance have been requested for twelve hours at a cost of \$150 per hour.

**4. OTHER BUSINESS**

None was identified.

**5. DATES OF FUTURE MEETINGS**

The next meeting of the Markham Canada Day Committee is scheduled for Monday, May 16, 2016 at 5:30 PM in the Council Chamber at the Markham Civic Centre.

**6. ADJOURNMENT**

It was

Moved by Rob Hincks  
Seconded by Craig Breen

That the third meeting of the 2016 Markham Canada Day Committee adjourn at 7:00 PM.

CARRIED