



2016 MARKHAM CANADA DAY COMMITTEE

MINUTES March 30, 2016 Meeting No. 2

Attendance

Members

Perry Chan
Aaron Madar
Prem Kapur

Council

Councillor Alex Chiu
Councillor Amanda Collucci

Staff

Craig Breen, Operations
Yvonne Lord Buckley, Corporate Communications
Matt Busato, Operations
Trinela Cane,
Commissioner of Corporate Services
Dennis Flaherty, Director, Communications &
Community Relations
Fion Lau, EA to Councillor Amanda Collucci
Morgan Jones, Operations
Jay Pak, Financial Analyst
Bev Shugg Barbeito, Committee Coordinator

Regrets

Allan Bell
Munira Budheo
Kane Elliott
Farsath Hanifa
Teresa Ing
Sabrina Luong
Mandy Ou
Raj Sethi
Olivia Bella, Corporate Communications
Jason Britton, Working Supervisor, Operations
Candy Fan, EA to Councillor Alex Chiu
Rob Hincks, Operations
Diane Samek, Corporate Communications
Jon Stiles, Operations

The second meeting of the 2016 Markham Canada Day Committee convened at 5:38 p.m. with Councillor Alex Chiu and Councillor Amanda Collucci serving as Co-Chairs.

1. WELCOME AND INTRODUCTIONS

Councillor Amanda Collucci and Councillor Alex Chiu thanked everyone for attending the meeting. Fion Lau, EA to Councillor Amanda Collucci, was welcomed to the Committee.

2. ADOPTION OF THE MINUTES OF THE MARCH 7, 2016 MEETING

It was

Moved by Morgan Jones
Seconded by Aaron Madar

That the minutes of the 2016 Markham Canada Day Committee meeting held on March 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 she has reserved space at the Markham Civic Centre on June 21, 2016 from 10:00 – 11:30 am for the Preview to Canada Day (Media Launch) event. However, it was reported that the only availability for Mayor Scarpitti to attend is June 14 at 11:30 am. It was agreed to reschedule the event to that date and Yvonne Lord Buckley will reserve space at the Markham Civic Centre for the event. It is hoped that the headline act will be available to attend. Invitations will be sent to the Mayor, Councillor Chiu and Councillor Collucci, Allan Bell, Bell Canada representatives, and the Markham Town Crier John Webster. It was suggested that the Committee consider inviting Unionville High School students to augment the numbers in attendance.

b) Heritage Grant

Dennis Flaherty, Director, Communications & Community Relations, advised that the application for the 2016 Heritage Grant has been completed and submitted. The amount to be received this year will likely be advised in May.

c) Advertising/Posters/Invitations

Dennis Flaherty advised that last year's artwork will be used without the Pan Am/Para Pan Am references but with the colours in the word "Markham" to reflect its diversity. Plans for media advisories, posters, post cards and evites will be coordinated to ensure the community is aware of Canada Day events; it is likely that promotional efforts will include increased social media efforts. 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. Dennis Flaherty has asked Eric Lariviere to confirm the headline act by early April. Councillor Collucci asked that design work be brought to the next meeting.

d) Mayor's Senior's Luncheon

Yvonne Lord Buckley, Corporate Communications, and Candy Fan, EA to Councillor to Alex Chiu, will lead the planning for the luncheon. Le Parc has been confirmed as the venue. Allan Bell will serve as emcee at the luncheon and at Milne Park. Yvonne Lord Buckley and Candy Fan will assess the need for announcements to be made in a variety of languages during the luncheon; SEAS volunteers and an Events staff member can be available to provide this service.

e) Parade

Craig Breen reported that he and Steve Matunin visited the site and considered alternatives to the existing route. It was reported that the Committee needs to consider that:

- Mayor Scarpitti sees this as the people's parade and Markham residents need to be able to watch it
- There are two areas where people tend to gather to watch the parade: close to Hwy. 7 and at the entrance to Milne Park
- Mayor Scarpitti prefers that the Governor General's Horse Guards are part of the parade
- It takes time to move the Governor General's Horse Guards to the staging ground after the flag raising ceremony at Milne Park
- The cost for York Region Police duty officers assisting with road closures could increase this year.

It was agreed that the existing route is best; however, since the route is problematic in terms of the amount of time for road closures, the Committee will continue to pursue other options. Yvonne Lord Buckley will contact the Governor General's Horse Guards to discuss alternatives.

Kane Elliott will lead the planning for the Parade, with assistance from the Markham Events staff and Fion Lau, EA to Councillor Amanda Collucci.

f) Transit Arrangements

It was reported that Olivia Bella will coordinate the transit plans and will present a report at the next meeting. Councillor Collucci advised that transit was handled well in 2015 and suggested following the same plan. Assistance from two others will be required to help coordinate all arrangements.

g) Food Vendors

Yvonne Lord Buckley will assign Jing Yu, a new Events staff member, as the lead to work with Perry Chan in coordinating the food vendors.

Jing Yu will create a revised layout for food vendors. Perry Chan will assist with determining the premium locations and recommending appropriate rates. The revised layout will be presented at the next meeting so that decisions may be made about the layout, rates to be charged and expected revenue.

h) Children's Activities

Prem Kapur agreed to lead the coordination of the Children's Activities which are scheduled at Milne Park from 3:00 – 6:00 pm. Fion Lau will assist. It is thought that at least another two people will also be required to help manage these events.

i) Stage & Sound

Perry Chan reported that the SL250 stage has been reserved. He requested information about possible additional equipment, such as an ear monitor, that the headline act might require. Perry Chan will determine the cost of the ear monitor used during Globalfest and report it to the Committee. Dennis Flaherty will investigate and confirm any equipment needs for the headline act.

The Committee briefly discussed whether the City of Markham should consider purchasing a stage rather than renting one each year. It was reported that cost benefit analyses conducted in the past had shown that there were more disadvantages than advantages to owning rather than renting.

j) Fireworks

It was reported that the fireworks are already planned and Rob Hincks will coordinate all related details. The contract is in place and this is the final year of the contract with Red Boss.

k) Entertainment

It was reported that Yvonne Lord Buckley and Candy Fan will plan the entertainment acts. Allan Bell as emcee, Doo Doo the Clown, and two bands, have been confirmed. Yvonne Lord Buckley recommended that fewer acts be retained this year, in order to allow more time to reset the stage for the next act.

l) Volunteers

Committee members were reminded 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. Commissioner Trinela Cane reported that she will send a request to City of Markham staff asking if they would like to volunteer.

m) Sponsorship

Councillor Collucci advised that the sponsorship target will be increased to cover the cost of the headline act. Trinela Cane proposed that she and Dennis Flaherty meet with Councillor Collucci and Councillor Chiu to determine roles so that sponsorship letters may be sent to potential sponsors and follow up may begin before the next meeting. Fion Lau will schedule the meeting within a week. Dennis Flaherty suggested there may be an opportunity for a special sponsorship to present the headline act; it was agreed to give Bell Canada first right of refusal for this opportunity.

n) Signage

Committee members were reminded to give as much notice as possible for any new signs that are needed. Consideration will be given to having an Information tent with appropriate signage. It was reported that many signs from previous years are available to be used again.

o) Parking

Matt Busato advised that the cost of two additional lights for the Milne Park roadway is \$171 each. The Committee agreed that increasing the number of lights from 14 to 16 would make the roadway safer for attendees and the expense was approved.

p) Security

It was reported that Olivia Bella will coordinate the security plans and will present a report at the next meeting. Yvonne Lord Buckley will advise the Markham bylaw officers.

q) Budget

Jay Pak, Financial Analyst, distributed and reviewed the *Canada Day Proposed 2016 Budget* document. He advised that the goal will be to keep a balanced budget. He will investigate details of Supplies costs in 2015 and will report back to the Committee. It was agreed to increase the Advertising/Promotion budget to \$800. The budget for Transit will be reassessed when it is known whether an extra bus is required. A quote for policing services will be requested from York Region Police; this may require an increase in the budget for the Parade. Yvonne Lord Buckley will determine the cost of Doo Doo the Clown and advise Jay Pak.

It was

Moved by Perry Chan
Seconded by Prem Kapur

That the Markham Canada Day 2016 Committee receive the *Canada Day Proposed 2016 Budget* document.

CARRIED

r) Miscellaneous

- Matt Busato advised that the Bike Valet Parking will be located on site.
- Trinela Cane recommended that invitations/evites to MPs, MPPs, and other dignitaries be issued as soon as possible, perhaps through the Mayor's Office

4. OTHER BUSINESS

None was identified.

5. DATES OF FUTURE MEETINGS

The next meeting of the Markham Canada Day Committee is scheduled for Monday, April 18, 2016 at 5:30 PM in the Council Chamber at the Markham Civic Centre.

6. ADJOURNMENT

It was

Moved by Councillor Alex Chiu
Seconded by Perry Chan

That the second meeting of the 2016 Markham Canada Day Committee adjourn at 7:25 PM.

CARRIED