



2016 MARKHAM CANADA DAY COMMITTEE

MINUTES March 7, 2016 Meeting No. 1

Attendance

Members

Perry Chan
Teresa Ing
Sabrina Luong
Aaron Madar
Raj Sethi

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
Candy Fan, EA to Councillor to Alex Chiu
Dennis Flaherty, Director, Communications &
Community Relations
Rob Hincks, Operations
Jay Pak, Financial Analyst
Andrea Tang, Manager, Financial Planning
Bev Shugg Barbeito, Committee Coordinator

Regrets

Allan Bell
Munira Budheo
Kane Elliott
Farsath Hanifa
Prem Kapur
Mandy Ou
Olivia Bella, Corporate Communications
Jason Britton, Working Supervisor, Operations
Morgan Jones, Operations
Diane Samek, Corporate Communications
Jon Stiles, Operations

The second meeting of the 2015 Markham Canada Day Committee convened at 5:35 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 and welcomed Matt Busato, Operations, to the Committee.

2. ADOPTION OF THE MINUTES OF THE JULY 13, 2015 MEETING

It was

Moved by Perry Chan
Seconded by Councillor Alex Chiu

That the minutes of the 2015 Markham Canada Day Committee meeting held on July 13, 2015, be adopted as distributed.

CARRIED

3. PLANNING FOR CANADA DAY 2016

a) Preview to Canada Day (Media Launch)

Dennis Flaherty, Director, Communications & Community Relations, advised that the Preview to Canada Day (Media Launch) event is usually held on a Tuesday in June. A tentative date was set for June 21, 2016 from 10:00 – 11:30 am in the Great Hall of the Markham Civic Centre.

b) Heritage Grant

Dennis Flaherty reported that the application for the 2016 Heritage Grant has been completed and submitted. Markham received a heritage grant of \$25,000 in 2015 and will likely be advised in May, the amount it will receive this year.

c) Advertising/Posters/Invitations

Dennis Flaherty reported on behalf of Diane Samek, Corporate Communications, that she will coordinate plans for media advisories, posters, post cards and evites to ensure the community is aware of Canada Day events. Dennis Flaherty will send samples of banners, posters and other advertising materials to Committee members for review. It is likely that similar media buys as last year will be made in 2016.

d) Mayor's Senior's Luncheon

Yvonne Lord Buckley, Corporate Communications, reported that Le Parc has been confirmed as the site for the luncheon. Yvonne Lord Buckley and Candy Fan, EA to Councillor to Alex Chiu, will negotiate with Le Parc regarding the menu. Candy Fan will lead the planning for the luncheon, including implementing suggestions made in the 2015 wrap up meeting. The Committee will consider whether to make announcements during the luncheon in a variety of languages.

e) Parade

It was reported that the parade only lasts 20-30 minutes, but the road is closed for a much longer time because of the need to wait for the horses to leave Milne Park after the flag raising ceremony. Committee members discussed many possible ideas to resolve this problem. Yvonne Lord Buckley will take the lead role in recommending an appropriate solution. She will discuss with York Region Police the possibility of opening the road when the parade has finished and then having a police car escort for the horses following the flag raising ceremony.

Kane Elliott will be invited to assist with the coordination of the parade plans again this year.

Craig Breen and Yvonne Lord Buckley will discuss suggestions for a new parade route and present them at the next meeting.

f) Transit Arrangements

It was reported that Olivia Bella will coordinate the transit plans and will present a report at the next meeting.

g) Food Vendors

Perry Chan reported that there were odours from tofu sold by one of the food vendors; the vendor has apologized but the Committee may wish to consider whether to invite the food vendor to participate this year. Many other food vendors wish to return.

Perry Chan asked that another Committee member assume responsibility for coordinating the food vendors because he has many responsibilities relating to stage and sound that occupy his time on Canada Day. Councillor Collucci asked Perry Chan to canvass members of the community for interest in coordinating the food vendors; Yvonne Lord Buckley will request that a Special Events staff member assist.

h) Children's Activities

It will be confirmed whether Prem Kapur will return to lead the coordination of the Children's Activities which are scheduled at Milne Park from 3:00 – 6:00 pm. The new EA to Councillor to Amanda Collucci will assist.

Dennis Flaherty left the meeting at 6:00 pm.

i) Stage & Sound

Perry Chan reported that the SL250 stage has been reserved and the contract will be sent to Yvonne Lord Buckley. He noted that this is not the enhanced stage used last year since Markham received a discount on that model due to the Pan Am/Para Pan Am Games.

j) Fireworks

It was reported that the fireworks are already planned and Rob Hincks will coordinate all related details. Trinela Cane will check to ensure the contract is in place.

k) Entertainment

It was reported that Yvonne Lord Buckley will plan the entertainment acts. She reported that Doo Doo the Clown has been confirmed.

Commissioner of Corporate Services Trinela Cane advised that she has contacted the Markham Flato Theatre for assistance in finding a headline act for the Canada Day entertainment. It was agreed that a headline act is important in drawing crowds to the Canada Day events. Although there is currently a substantial surplus, it was agreed that the Committee should act prudently in spending for the headline act. Perry Chan recommended that any contract with a headline act be vetted for additional riders requested.

It was

Moved by Perry Chan
Seconded by Rob Hincks

That a budget of up to \$10,000 be allocated to secure a headline act for the 2016 Canada Day entertainment.

CARRIED

l) Volunteers

Sabrina Luong of SEAS Centre (Support Enhance Access Service Centre) advised 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. It was agreed to provide a booth or tent where volunteers might report. Operations staff will create a banner; Sabrina will send the SEAS logo to Yvonne Lord Buckley. Candy Fan will arrange for t-shirts for volunteers.

m) Sponsorship

It was reported that \$47,600 was raised last year. Trinela Cane will prepare a sponsorship package and sponsorship letter to be sent to potential sponsors for review at the next meeting.

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. Aaron Madar advised that his company may consider sponsoring some small banners.

o) Parking

Rob Hincks advised that the number of parking passes must be kept to 100 or fewer, especially if more space at Milne Park is needed for additional food vendors.

p) Security

It was reported that Olivia Bella will coordinate the security plans and will present a report at the next meeting.

q) Budget

Andrea Tang, Manager, Financial Planning, introduced Jay Pak, Financial Analyst, who will provide regular Canada Day budget updates. She thanked Matt Vetere, Senior Financial Analyst, for his efforts over the last ten years on behalf of the Committee. A budget will be prepared for review at the next meeting.

The Committee discussed signing authority for approving invoices related to Canada Day activities.

It was

Moved by Perry Chan
Seconded by Yvonne Lord Buckley

That invoices relating to Canada Day activities will require two signatures for approval:
(i) one of Councillor Collucci or Councillor Chiu, and (ii) Commissioner of Corporate Services Trinela Cane.

CARRIED

r) Miscellaneous

- Rob Hincks will coordinate matters relating to Bike Valet Parking.
- Yvonne Lord Buckley will approach Allan Bell to ask him to serve as emcee.
- Councillor Amanda Collucci asked task leads to review past minutes and consider implementing suggestions to enhance Canada Day events.

4. OTHER BUSINESS

None was identified.

5. DATES OF FUTURE MEETINGS

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

6. ADJOURNMENT

It was

Moved by Rob Hincks
Seconded by Craig Breen

That the first meeting of the 2016 Markham Canada Day Committee adjourn at 6:35 PM.

CARRIED