



MINUTES

MARKHAM SANTA CLAUS PARADE COMMITTEE
ROTARY CLUBS OF MARKHAM
Ontario Room, Markham Civic Centre
September 17, 2015

Attendance

Jim Sandiford, Rotary Club of Markham Sunrise Inc. - Chair
Councillor Colin Campbell
Joel Lustig, Treasurer
Yvonne Buckley Lord, Corporate Communications
Craig Breen, Supervisor Roads East
George George, Markham Unionville Rotary Club
Kane
Alida Tari, Council/Committee Coordinator

The meeting convened at 4:05 PM with Jim Sandiford in the Chair.

1. DATE OF PARADE AND THEME

The Markham Santa Claus Parade will be held on Saturday November 28, 2015.

The Committee discussed themes for the 2015 Parade and agreed with the following:

"Merry Christmas - Be A Gift to the World"

2. GRAND MARSHALL

The Committee suggested having one of the Pan Am athletes from Markham such as Michelle Li or Andre De Grasse as the Grand Marshall. Yvonne Buckley Lord, Corporate Communications will contact the athletes.

3. SANTA CLAUS FLOAT

Jim Sandiford advised that the float preparation will take place at the Crupi yard.

There was discussion regarding repairs that are required for the float. It was suggested that Morgan Jones, Manager Roads Operation contact Unionville High School to inquire whether there are student volunteers that can paint and repair the reindeer.

4. SPONSORSHIPS AND VOLUNTEERS

Jim Sandiford distributed a statement of the 2014 income and expenses.

The Committee suggested the following:

- Joel Lustig, Treasurer to confirm if the City of Markham will contribute \$16,500
- Joel Lustig, Treasurer to contact TD Bank for sponsorship
- Dennis Flaherty, Director of Corporate Communication & Community Engagement contact Honda regarding the Big Reds
- Yvonne Buckley Lord, Corporate Communications and Kane will contact SEAS for volunteers
- Kane to obtain contact information regarding potential sponsorship from Highway 407

5. OTHER BUSINESS

The following other items were discussed:

- Need to review the traffic plan to ensure easy access to the route of the parade
- Consider giving Peter Street residents a pass
- Kane to contact Joe Bowan's son regarding broadcasting
- Consider having volunteers dress up in cartoon character costumes to interact with the children

ADJOURNMENT

The meeting adjourned at 4:40 p.m.