



2015 MARKHAM CANADA DAY COMMITTEE

MINUTES July 13, 2015 Meeting No. 8

Attendance

Members

Allan Bell
Prem Kapur
Clarence Li (for SEAS Centre)
Aaron Madar
Barb Orr

Guest

Rukshan Para

Regrets

Munira Budheo
Perry Chan
Kane Elliott
Farsath Hanifa
Teresa Ing
Sabrina Luong (for SEAS Centre)
Mandy Ou
Raj Sethi

Council

Councillor Alex Chiu
Councillor Amanda Collucci

Staff

Craig Breen, Operations
Olivia Bella, Corporate Communications
Yvonne Lord Buckley, Corporate Communications
Trinela Cane,
Commissioner of Corporate Services
Candy Fan, EA to Councillor to Alex Chiu
Enzo Greco, Markham Museum, Rental and
Events Coordinator
Rob Hincks, Operations
Diane Samek, Corporate Communications
Matt Vetere, Senior Financial Analyst
Bev Shugg Barbeito, Committee Coordinator

Jason Britton, Working Supervisor, Operations
Dennis Flaherty, Director, Communications &
Community Relations
Morgan Jones, Operations
Steve Matunin, Supervisor, Operations
Melissa Qi, EA to Councillor Amanda Collucci
Barb Rabicki, Operations
Jon Stiles, Operations

The eighth meeting of the 2015 Markham Canada Day Committee convened at 5:48 p.m. with Councillor Amanda Collucci and Councillor Alex Chiu serving as Co-Chairs. They thanked the Committee members for their efforts in making the 2015 Canada Day events the best ever. The intention of this meeting is to document thoughts and ideas to be used for planning events for Canada Day 2016.

1. ADOPTION OF THE MINUTES OF THE JUNE 22, 2015 MEETING

It was

Moved by Clarence Li
Seconded by Matt Vetere

That the minutes of the 2015 Markham Canada Day Committee meeting held on June 22, 2015, be adopted as distributed.

CARRIED

2. PLANNING FOR CANADA DAY 2015

a) Preview to Canada Day (Media Launch)

It was reported that this event was well received. For 2016, it was suggested the Committee consider:

- Issuing a press release and increasing other proactive advertising efforts, rather than trying to increase attendance via the media launch.

b) Advertising/Posters/Invitations

It was reported that these items had a sleek professional appearance and were well received. For 2016, it was suggested the Committee consider:

- Increasing the profile for sponsors
- Increasing the use of social media.

c) Mayor's Senior's Luncheon

Candy Fan, EA to Councillor Alex Chiu, reported that the Mayor's Seniors Luncheon went well – the food was fresh from the Le Parc kitchen and seniors enjoyed themselves. Yvonne Lord Buckley reported that 925 meals were served. For 2016, it was suggested the Committee consider:

- Having a bilingual or multilingual emcee to make announcements, especially those related to meal service, in multiple languages
- Identifying seniors wishing a vegetarian lunch, perhaps via a green card at their place, and assign one or two specific volunteers to serve the vegetarian meals
- Assigning volunteers to serve a specific group of tables to ensure all tables are served promptly
- Revising bus routes to include pick-up/drop-off points in Wards 5 and 6
- Reserving a table for Seniors' Hall of Fame Winners, but do not assign specific seats
- Having Cantonese and Mandarin speaking volunteers to explain to seniors which tables are available
- Not having flowers as centrepieces.

d) Parade

Yvonne Lord Buckley reported that there were thirty-nine parade participants and that Kane Elliott did a great job in managing the Markham float. Volunteers were stationed at the end of the parade to advise parade participants how to disband in a safe manner; this

worked well. The flag raising ceremony also went well. For 2016, it was suggested the Committee consider:

- Having dance groups gather at 2:30 pm and having other participants on a float or with a vehicle gather at 3 pm
- Having volunteers gather early to help set up barricades and carry out other tasks
- Keeping the road closed an extra 30 minutes to 5:30 pm to accommodate the Governor General's Horse Guards (horses and band) even if it results in increased costs
- Having a parade line up similar to that of the Santa Claus parade.

e) Transit Arrangements

Olivia Bella reported that one additional bus was used this year and YRT felt it was helpful in transporting people more quickly and efficiently to and from Milne Park.

f) Food Vendors

Councillor Amanda Collucci 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 next year. For 2016, it was suggested the Committee consider:

- Changing the layout for the food vendors so that none are blocked by others and so that all food vendors have equal opportunity for food sales
- Increasing the number of food vendors and the variety of foods offered.

g) Children's Activities

Prem Kapur reported that the children's activities, including face painters, balloon twisters, a trampoline, "tree" climbing, a colouring area, and superhero figures, were very popular. The volunteers were very helpful in making all the activities a success. For 2016, it was suggested the Committee consider:

- Having more volunteers to take turns wearing the mascot costumes because they are hot to wear
- Having a more reliable tent
- Increasing the budget for the children's activities.

h) Stage & Sound

It was reported that these plans went well.

i) Fireworks

It was reported that the fireworks were longer than usual, and were enjoyed by the crowd.

j) Entertainment

It was felt that the entertainment went well. For 2016, it was suggested the Committee consider:

- Planning the lineup of entertainment acts in such a way as to build excitement throughout the evening
- Using Doo Doo the Clown in between acts to keep the crowd engaged
- Having another act similar to Doo Doo the Clown to alternate with Doo Doo
- Recommending that children's dance acts be included in the Children's Festival rather than at Canada Day festivities
- Consulting with Markham Theatre for a headliner act

- Advertising the headliner act as soon as possible since this act is important to attracting people to the park for all the entertainment

Olivia Bella reported that the list of entertainers and the fees paid to them must be submitted to SOCAN.

k) Volunteers

Clarence Li requested that, in 2016, the number of volunteers required and their duties be confirmed by June 1. This will allow time to organize and train the volunteers.

l) Signage

Aaron Madar was thanked for his efforts in providing the Canada Day banner.

m) Parking

It was reported that it is important to control the number of passes and the parking pass system worked well.

n) Security

It was reported that no cars needed to be towed and only three tickets were given. For 2016 it was suggested that a Bylaw officer be invited to attend Committee meetings.

It was reported that increasing the number of light towers to fourteen helped considerably to improve visibility along the road in Milne Park; it was suggested that even more light towers be used in the future.

o) Heritage Grant

It was reported that a final report is required to be submitted by the end of August 2015.

p) Sponsorship

It was reported that sponsorships of \$42,000 were received, compared to a budget of \$30,000.

q) Budget

Matt Vetere, Senior Financial Analyst, provided an interim budget report which indicates a surplus, although not all invoices have been received.

It was

Moved by Rob Hincks

Seconded by Prem Kapur

That the interim budget report be received.

CARRIED

r) Citizenship Ceremony

Yvonne Lord Buckley reported that Lorraine Li makes the arrangements and confirms the plans; Corporate Communications support her as necessary. It was thought that the ceremony progressed well with no delays.

s) Miscellaneous

- It would be helpful to have a map of the park showing where all activities are located.
- The Bike Valet was well received and consideration should be given to increasing the number of bikes that can be handled.

4. OTHER BUSINESS

Councillor Collucci and Councillor Chiu again thanked Committee members for their hard work in planning the Canada Day events.

5. NEXT MEETING

The next meeting of the Markham Canada Day Committee will be at the call of the Co-Chairs.

6. ADJOURNMENT

It was

Moved by	Matt Vetere
Seconded by	Candy Fan

That the eighth meeting of the 2015 Markham Canada Day Committee adjourn at 7:00 PM.

CARRIED