



## **2015 MARKHAM CANADA DAY COMMITTEE**

### **MINUTES June 8, 2015 Meeting No. 6**

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#### **Attendance**

##### **Members**

Perry Chan  
Kane Elliott  
Teresa Ing  
Prem Kapur  
Sabrina Luong (for SEAS Centre)  
Aaron Madar  
Barb Orr

##### **Regrets**

Allan Bell  
Munira Budheo  
Farsath Hanifa  
Clarence Li (for SEAS Centre)  
Mandy Ou  
Raj Sethi

##### **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  
Dennis Flaherty, Director, Communications &  
Community Relations  
Melissa Qi, EA to Councillor Amanda Collucci  
Matt Vetere, Senior Financial Analyst  
Bev Shugg Barbeito, Committee Coordinator

Councillor Alex Chiu  
Councillor Amanda Collucci

Jason Britton, Working Supervisor, Operations  
Enzo Greco, Markham Museum, Rental and  
Events Coordinator  
Rob Hincks, Operations  
Morgan Jones, Operations  
Steve Matunin, Supervisor, Operations  
Barb Rabicki, Operations  
Diane Samek, Corporate Communications  
Jon Stiles, Operations

The sixth meeting of the 2015 Markham Canada Day Committee convened at 5:44 p.m. with Trinela Cane, Commissioner of Corporate Services, serving as Chair.

#### **1. ADOPTION OF THE MINUTES OF THE MAY 25, 2015 MEETING**

It was

Moved by            Craig Breen  
Seconded by       Matt Vetere

That the minutes of the 2015 Markham Canada Day Committee meeting held on May 25, 2015, be adopted as distributed with the following change in italics:

**Attendance**

**Members**

Perry Chan

Teresa Ing

*Sabrina Luong (for SEAS Centre)*

Aaron Madar

Raj Sethi

CARRIED

**2. PLANNING FOR CANADA DAY 2015**

a) Preview to Canada Day (Media Launch)

Dennis Flaherty, Director Communications & Community Relations, reported that the media launch would be held at the Flato Markham Theatre on Wednesday, June 17, 2015 at 11:00 am in conjunction with the media launch for Public Art and GlobalFest. Dennis Flaherty reviewed information about GlobalFest and advised that he will send the evite and agenda to Committee members.

**Addendum:**

**On June 10, 2015, Dennis Flaherty emailed Committee members an update on the Canada Day Press Conference. After reviewing the logistics of combining a press conference for Canada Day with GlobalFest, the decision was made to separate the two so each has its own presence and impact. As a result, the Canada Day Press conference will now be held on June 23 at 2:00 p.m. at the Civic Centre.**

b) Advertising/Posters/Invitations

Dennis Flaherty reported on behalf of Diane Samek, Corporate Communications, that development of marketing materials is on schedule and that advertising has already appeared on the Markham page of the Markham Economist & Sun and on social media. He reported that advertising will be altered slightly to reflect that Tyler Shaw has been confirmed as the headliner entertainment.

c) Mayor's Senior's Luncheon

Candy Fan, EA to Councillor Alex Chiu, reported on plans for the Mayor's Seniors Luncheon. It was agreed that the Contact Centre should accept registrations for 750 seniors on a first come, first served basis. This will also allow room for Senior Hall of Fame winners, the Town Crier and his wife, Council members and dignitaries.

Yvonne Lord Buckley will check with Le Parc whether it's possible to offer a choice of gluten free lasagna or a gluten free alternative.

Dennis Flaherty reported that Allen Bell will serve as emcee for the Seniors Luncheon, during which he will invite Committee co-chairs Councillor Amanda Collucci and Councillor Alex Chiu to offer comments.. He will arrange a conference call with Allen Bell, Yvonne Lord Buckley, Melissa Qi and Candy Fan to update the speaking notes.

Dennis Flaherty reviewed the status of the video, more accurately characterized as a rotating slide show of pictures, of past Canada Day events. Corporate Communications staff will update the photos for the slide show.

Perry Chan advised that two projectors will be required; Trinela Cane will make appropriate arrangements. Yvonne Lord Buckley will follow up with Le Parc regarding availability of a projection screen and when Le Parc may be accessed for set up; Perry Chan requested access for 8:00 am.

Candy Fan reported that an appropriate number of staff have volunteered to serve at the luncheon. It was reported that Markham Fire Services will provide some aprons for servers. It was suggested that an additional supply be purchased.

d) Parade

Yvonne Lord Buckley reported that Munira Budheo has resigned from the sub-committee and that Aaron Madar will now assist the sub-committee. Kane Elliott reported that twenty-two parade participants have been confirmed to take part in the 2015 parade. The Parade sub-committee is now planning the order of the parade line-up and will contact the Rotary Club for guidance based on its experience in planning the Santa Claus parade. The sub-committee is working with Yvonne Lord Buckley to develop a realistic time frame for the parade.

Kane Elliott reported that it is not possible to have sided panels on the flatbed trailer intended for the Markham float; this problem will be resolved or another flatbed will be located.

The Committee discussed and agreed that walkie-talkies and golf carts would be helpful, particularly in ensuring safety at the conclusion of the parade when parade participants tend to jump off the floats.

In response to questions about whether the Committee wished to see the Governor General's Horse Guards included in Canada Day events, it was reported that it has been a tradition to have them involved in the parade and the flag-raising ceremony, and they have always been well received. There is provision in the budget for the Horse Guards. Yvonne Lord Buckley will contact the Governor General's Horse Guards.

It was suggested that attendance of the Markham Councillors be confirmed.

e) Transit Arrangements

Olivia Bella reported that she needs to finalize by June 16 the numbers of seniors using the buses to travel to the Mayors' Seniors Luncheon. Candy Fan advised that she should be able to provide this information by next week.

f) Food Vendors

Perry Chan reported that fifteen food vendors, offering diverse food choices, have been confirmed; fourteen have already paid and the last payment will be made soon. At that time, he will send the set up information to the food vendors and he will need parking passes for them.

g) Children's Activities

Melissa Qi, EA to Councillor Amanda Collucci, reviewed the list of proposed children's activities and reported that there will be a good variety of activities.

h) Stage & Sound

Perry Chan reported Tyler Shaw's agent will sign the contract for Tyler Shaw to appear as the headline entertainment. Tyler Shaw's group will use its own instruments, thus necessitating a second set of drums on a separate riser. It was advised that Enzo Greco needs to follow up with Tyler Shaw regarding equipment to be used. Additional equipment will cost \$1,500.00. It is hoped that it will be possible to fit both risers on the stage; if extra space is needed, it could cost an extra \$1,500.00.

i) Fireworks

It was reported that Craig Breen will confirm the duration of the fireworks and advise Perry Chan so that he can arrange the music to accompany the fireworks.

j) Entertainment

Melissa Qi reported that almost all acts are confirmed; only one is outstanding and she will follow up with that act. The time buffer in the schedule has been shifted to 8:35 pm, immediately before Tyler Shaw, in case additional time is needed to set up the group's equipment.

k) Volunteers

Candy Fan reported she had requested that subcommittee leads provide her with the number of volunteers they required and that she had given that information to Clarence Li and Sabrina Luong of SEAS Centre. She advised that, if additional volunteers are required, Committee members should send her information about the number required, as well as the duties the volunteers will be required to do.

l) Sponsorship

Matt Vetere reported that sponsorships totalling \$23,000 have already been received, and there is a possibility of exceeding the sponsorship target. Bell Canada has once again agreed to be a major partner; Yvonne Lord Buckley and Olivia Bella will provide the information which Bell Canada has requested.

m) Signage

Committee members were reminded to give as much notice as possible for any new signs that are needed. It is possible that Aaron Madar's firm may be able to provide sponsorship in the form of a backdrop 30' wide by 18' high for the back of the stage. Aaron Madar advised that he needs to receive an official request; Perry Chan will send the specifications to him with a copy to Dennis Flaherty, who will send the request.

n) Parking

It was agreed that parking passes will be distributed to artists and stagehands, and a master list will be prepared so that York Region Police are able to confirm people who should have access.

o) Security

It was previously reported that Bylaw officers will be on hand to assist with crowd control. They will also enforce parking regulations by having illegally parked cars towed to the Markville Mall parking lot.

It was previously reported that, last year, officers assisted in escorting buses from the parking lot to ensure the safety of Canada Day attendees. It was suggested that additional lighting would help considerably to improve visibility along the road in Milne Park and it was agreed to increase the number of light towers to fourteen; Olivia Bella reported that she has made arrangements for these light towers.

p) Budget

Matt Vetere, Senior Financial Analyst, reported that, since sponsorships are on budget, then the overall budget is on target.

q) Citizenship Ceremony

Melissa Qi reported that plans have been confirmed, are on target, and most Councillors will attend.

r) Miscellaneous

- Candy Fan reported that she will draft a reminder to Councillors and dignitaries to RSVP to the three Canada Day events: Citizenship Ceremony, Mayor's Seniors Luncheon, and Parade/Milne Park entertainment.
- Olivia Bella collected information from Committee members so a contact list could be prepared for use by Committee members on Canada Day.
- It was reported that a "lost and found" booth will be located at the community tent.

**4. OTHER BUSINESS**

None was identified.

**5. NEXT MEETING**

The next meeting of the Markham Canada Day Committee is scheduled for Monday, June 22, 2015 at 5:30 PM in the Council Chambers at the Markham Civic Centre.

**6. ADJOURNMENT**

It was

Moved by            Matt Vetere

Seconded by        Melissa Qi

That the sixth meeting of the 2015 Markham Canada Day Committee adjourn at 7:10 PM.

CARRIED