



2015 MARKHAM CANADA DAY COMMITTEE

MINUTES May 25, 2015 Meeting No. 5

Attendance

Members

Perry Chan
Teresa Ing
Aaron Madar
Raj Sethi

Council

Councillor Amanda Collucci

Guest

Richard Guimond, York Region Police
Richard Senior, York Region Police

Staff

Craig Breen, Operations
Olivia Bella, Corporate Communications
Yvonne Lord Buckley, Corporate Communications
Candy Fan, EA to Councillor to Alex Chiu
Dennis Flaherty, Director, Communications &
Community Relations
Enzo Greco, Markham Museum, Rental and
Events Coordinator
Rob Hincks, Operations
Melissa Qi, EA to Councillor to Amanda Collucci
Matt Vetere, Senior Financial Analyst
Bev Shugg Barbeito, Committee Coordinator

Regrets

Allan Bell
Munira Budheo
Kane Elliott
Farsath Hanifa
Prem Kapur
Clarence Li
Barb Orr
Mandy Ou
Councillor Alex Chiu
Jason Britton, Working Supervisor, Operations
Trinela Cane,
Commissioner of Corporate Services
Morgan Jones, Operations
Steve Matunin, Supervisor, Operations
Barb Rabicki, Operations
Diane Samek, Corporate Communications
Jon Stiles, Operations

The fifth meeting of the 2015 Markham Canada Day Committee convened at 5:37 p.m. with Councillor Amanda Collucci serving as Chair.

1. ADOPTION OF THE MINUTES OF THE APRIL 20, 2015 MEETING

It was

Moved by Matt Vetere
Seconded by Craig Breen

That the minutes of the 2015 Markham Canada Day Committee meeting held on April 20, 2015, be adopted as distributed.

CARRIED

2. PLANNING FOR CANADA DAY 2015

a) Preview to Canada Day (Media Launch)

Dennis Flaherty, Director Communications & Community Relations, reported that, due to a scheduling conflict, the media launch will now be held on Wednesday, June 17, 2015 at 11:00 am in conjunction with the media launch for Global Fest and Public Art. The venue has also changed; the media launch will now be held across from the Pan Am Centre. Dennis Flaherty will coordinate plans for a tent and for parking with Operations staff. It was agreed to not provide entertainers since Global Fest has already made arrangements to do so.

b) Heritage Grant

Councillor Amanda Collucci reported on behalf of Dennis Flaherty that Markham requested \$25,000 and has received \$32,000. On behalf of the 2015 Canada Day Committee, Councillor Amanda Collucci thanked Dennis Flaherty for his successful efforts.

c) Advertising/Posters/Invitations

Dennis Flaherty reported on behalf of Diane Samek, Corporate Communications, that marketing materials are on schedule and that advertising has already appeared on the Markham page of the Markham Economist & Sun and on social media.

d) Mayor's Senior's Luncheon

Candy Fan, EA to Councillor Alex Chiu, reported on plans for the Mayor's Seniors Luncheon. Le Parc can hold 900 guests; it was agreed that the Contact Centre should accept registrations for 800 seniors on a first come, first served basis between June 1 and 23. Candy Fan will also invite Senior Hall of Fame winners.

Yvonne Lord Buckley reported that Allen Bell will serve as emcee for the Seniors Luncheon and also at Milne Park. Councillor Amanda Collucci will be co-emcee with Allen Bell.

Dennis Flaherty will coordinate efforts to refresh the video to be played during the luncheon.

e) Parade

Yvonne Lord Buckley reported that the same waiver used for the Santa Claus parade will be used for participants in the Canada Day parade.

Barb Orr, Munira Budheo and Kane Elliott have been contacting past parade participants to confirm participation in the 2015 parade. Kane Elliott has located a flatbed trailer for the Markham float and a truck to pull it. A concept for decorating the float has been developed; staff will reach out for sponsorship assistance from Aaron Madar's firm. Yvonne Lord Buckley will send participant numbers to Councillor Collucci.

f) Transit Arrangements

Olivia Bella reported that she has submitted the routes to York Region Transit and will finalize numbers approximately two weeks before Canada Day when seniors have registered for the luncheon. Seniors on each route will be given a colour coded wrist band specific to their route. A route map will be given to the bus driver for that route.

g) Food Vendors

Perry Chan reported that twelve food vendors have been confirmed. He has given completed applications and cheques from ten vendors to Matt Vetere for processing. The price for booths in the first row increased by \$50.00 to \$300.00; the price for booths in the second row is \$250.00. Matt Vetere reported that revenue should be slightly higher than budgeted, as a result of the price increase. Yvonne Lord Buckley reported that the layout from previous years will be used again this year, but will be reviewed and may be changed next year.

h) Children's Activities

Melissa Qi, EA to Councillor Amanda Collucci, reviewed the list of proposed children's activities and reported that the cost of activities will be within budget. Yvonne Lord Buckley reported that Springfree Trampoline will sponsor at least one trampoline as part of the children's activities at Milne Park. Superhero costumes will be available. A site map showing the layout of activities was provided.

i) Stage & Sound

Perry Chan reported that all components have been booked and that expenses are within budget. The manager of the headliner act has been informed that Markham will only use its sponsor's drums; a reply from the manager is expected within the next three weeks.

j) Fireworks

It was reported that the fireworks are already planned.

k) Entertainment

Melissa Qi reported that she only needs completed contracts and bios from five acts on the entertainment roster and has sent reminders to these acts. Enzo Greco noted that there is still a twenty minute buffer in the schedule for unexpected time pressures. He will give Craig Breen the list of entertainment acts so that signs for the stage can be produced.

l) Volunteers

Sabrina Luong, SEAS Centre, advised that information is needed about the numbers of volunteers required, as well as the duties the volunteers will be required to do, so that there is time for the volunteers to be trained. She also noted that it may be challenging to recruit enough volunteers since volunteers are also being recruited for the Pan Am Games. Yvonne Lord Buckley will provide this information. Candy Fan also reported 100 t-shirts have been ordered for volunteers. It was reported that there will be colour coded signs assigned for each bus route delivering seniors to the Mayor's Seniors Luncheon; Olivia Bella will forward the list to Ms. Luong.

m) Sponsorship

Councillor Amanda Collucci reported that two sponsorships totalling \$5,000 have already been received, another \$6,000 has been committed and staff are following up with other potential sponsors.

n) 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 banners: a backdrop 30' wide by 18' high for the back of the stage, and a banner for the proposed parade float.

o) Parking

Yvonne Lord Buckley reported that the Bicycle Valet will be placed just inside the park entrance, beside the maintenance building.

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

p) Security

It was previously reported that York Region Police will only be able to provide three officers for Canada Day events; paid duty officers will need to be used to fill any other security requirements. Olivia Bella reported that security requirements will cost approximately \$300 more than last year.

It was also 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 Markham consider implementing measures, such as using double-decker, rather than extended length, buses and consider renting additional lighting for the area, that would allow the officers to be reallocated to duties other than escorting the buses.

Olivia Bella reported that she tried to obtain quotes for double-decker buses but no buses are available. Using 40 ft buses rather than 60 ft buses would increase the number of buses required and therefore, increase the transit cost. It was noted that the 60 ft buses are totally filled when attendees are leaving Milne Park at the conclusion of the Canada Day events and that the number of buses are increased throughout the day, i.e. 1 bus from 12 noon – 12 am; 3 buses from 5 pm – 12 am; and 6 buses from 9 pm – 12 am.

It was reported that seven light towers were used last year and that additional lighting would help considerably to improve visibility along the road in park. It was agreed to increase the number of light towers to fourteen at a cost of approximately \$3,600.

Olivia Bella reported that a security guard with cell phone and vehicle have been arranged for overnight at Milne Park for both June 30 and July 1; the cost of overnight security is approximately \$560. The cost of EMS staff from 12 pm – 12 am is \$2,100.

q) Budget

Matt Vetere, Senior Financial Analyst, reported that, if sponsorships are on budget, then the overall budget should be on target.

r) Citizenship Ceremony

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

s) Miscellaneous

- Yvonne Lord Buckley reported that she is developing plans for the Opening Ceremony at Milne Park; she has secured a vocalist and the Town Crier for the ceremony.
- Melissa Qi and Candy Fan reported that a list has been composed for evites, which will be resent.

4. OTHER BUSINESS

None was identified.

5. NEXT MEETING

The next meeting of the Markham Canada Day Committee is scheduled for Monday, June 8, 2015 at 5:30 PM in the Council Chambers at the Markham Civic Centre.

6. ADJOURNMENT

It was

Moved by Craig Breen
Seconded by Melissa Qi

That the fifth meeting of the 2015 Markham Canada Day Committee adjourn at 7:05 PM.

CARRIED