



## 2015 MARKHAM CANADA DAY COMMITTEE

### MINUTES April 20, 2015 Meeting No. 4

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#### **Attendance**

##### **Members**

Munira Budheo  
Perry Chan  
Teresa Ing  
Clarence Li  
Prem Kapur  
Aaron Madar  
Barb Orr  
Mandy Ou

##### **Council**

Councillor Alex Chiu  
Councillor Amanda Collucci

##### **Guest**

Sergeant Elaine Morash, York Region Police

##### **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  
Enzo Greco, Markham Museum, Rental and  
Events Coordinator  
Melissa Qi, EA to Councillor to Amanda Collucci  
Andrea Tang, Manager, Financial Planning  
Bev Shugg Barbeito, Committee Coordinator

##### **Regrets**

Allan Bell  
Kane Elliott  
Farsath Hanifa  
Raj Sethi  
Jason Britton, Working Supervisor, Operations  
Rob Hincks, Operations  
Morgan Jones, Operations  
Steve Matunin, Supervisor, Operations  
Barb Rabicki, Operations  
Diane Samek, Corporate Communications  
Jon Stiles, Operations  
Matt Vetere, Senior Financial Analyst

The fourth meeting of the 2015 Markham Canada Day Committee convened at 5:38 p.m. with Councillor Alex Chiu and Councillor Amanda Collucci serving as Co-Chairs. New member Barb Orr, Andrea Tang, and Sergeant Elaine Morash were introduced to the Committee.

## **1. ADOPTION OF THE MINUTES OF THE MARCH 23, 2015 MEETING**

It was

Moved by            Enzo Greco  
Seconded by        Craig Breen

That the minutes of the 2015 Markham Canada Day Committee meeting held on March 23, 2015, be adopted as distributed.

CARRIED

## **2. PLANNING FOR CANADA DAY 2015**

### **a) Preview to Canada Day (Media Launch)**

Yvonne Lord Buckley, Corporate Communications, reported on behalf of Diane Samek, Corporate Communications, that the media invitation will be drafted and distributed no later than May 26, with reminders during the week of June 1, 2015. The media release will be drafted and available for media attending this event; the release with images from the actual event will be distributed to all media outlets on June 10, 2015.

### **b) Theme Pan Am**

Yvonne Lord Buckley reported on behalf of Diane Samek that the Pan Am colour scheme and graphic treatment will be incorporated throughout all marketing materials.

### **c) Heritage Grant**

Trinela Cane, Commissioner of Corporate Services, reported on behalf of Dennis Flaherty, Director, Communications & Community Relations, that the application for the 2015 Heritage Grant has been completed and submitted; Markham may not learn until early June about the amount of grant it will receive.

### **d) Advertising/Posters/Invitations**

Yvonne Lord Buckley reported on behalf of Diane Samek that marketing materials will include:

- A general Canada Day evite for Council members and VIPs, delivered to Co-chairs by April 9;
- A Media Launch evite, delivered to Co-chairs by April 24;
- Markham Life half-page ads – one in the Seniors section and another in the Editorial section, ready this week;
- Canada Day poster, to be printed and distributed by June 1;
- Seniors-specific poster and post card for distribution to seniors centres etc., printed and ready for distribution by May 1;
- Advertising on all City print pages including the “Markham Economist & Sun”, “The Thornhill Liberal”, “snapt Markham”, and “Markham Review and Monsoon Journal”, to begin June 4
- Listing on the portal events calendar, the CheckMark homepage linked to the Canada Day portal entry,
- Canada Day portal pages which will be live by mid-May, and
- City electronic information boards ad by June 1.

e) Mayor's Senior's Luncheon

Candy Fan, EA to Councillor Alex Chiu, reported that Diane Samek is working on the evite; when it is ready, she will distribute it.

Trinela Cane reported that she had sent a request to Markham staff to volunteer as servers. She felt it was necessary to send it earlier than in other years because the Pan Am Games will also be recruiting volunteers. The Fire Chief and his Deputies have volunteered and have agreed to reach out to EMS to volunteer as well.

Candy Fan also reported that, as in the past, t-shirts will be ordered for volunteers but not for dignitaries. Committee members will have either red or white shirts.

Yvonne Lord Buckley reported that Allen Bell will serve as emcee for the Seniors Luncheon and also at Milne Park.

Trinela Cane will follow up with staff about refreshing the video to be played during the luncheon.

f) Parade

Yvonne Lord Buckley reported that she and Olivia Bella conducted a site visit to Milne Park, which was very helpful to their planning of the parade route. They noticed a safety challenge: there is only one way into the park, with a narrow radius for buses and parade floats to turn around, made more difficult my attendees walking on the road. Staff will develop a plan to deal with this matter.

Barb Orr and Munira Budheo will begin contacting past parade participants. Trinela Cane will email them the list of participants in 2014 which was provided by Antonette DiNovo. It was noted that the Classy Car Cruisers should be scheduled either first or last in the parade. In response to questions, the Committee was advised that there will be bands in the parade, a flatbed is still required for the Markham float, and Aaron Madar's company has generously assisted by providing costumes.

It was suggested that, for next year, the Committee consider charging parade participants and consider implementing a formal application process.

It was noted that the agreement with Markville Mall has been signed. Markville Mall will only allow the parade participants to gather in the Sears parking lot.

g) 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.

h) Food Vendors

Perry Chan reported that he had given a strategy for pricing, layout and size of booths to Yvonne Lord Buckley, who in turn, forwarded them to Diane Samek for branding. The strategy includes a recommendation a\$50.00 increase in the cost of booths. Chair Alex Chiu approved the \$50.00 increase. Yvonne Lord Buckley will work with Diane Samek

to include this information, and finalize, the application form. Layout problems with the booths were noted; it was agreed that these could be reviewed and changed next year.

i) Children's Activities

Melissa Qi, EA to Councillor Amanda Collucci, distributed and reviewed the list of proposed children's activities. Prem Kapur reported that she had researched children's activities but many were expensive. It was recommended that Markham not allow the airbrush tattoo painter to attend since they do not have adequate insurance to cover their generator.

Superhero costumes will be available; Kane Elliott will try to find people to wear the costumes; otherwise the cost will be \$35/hr to hire people to wear the costumes.

It was reported that Springfree Trampoline will consider hosting an activity for children at Milne Park.

Councillor Amanda Collucci requested that Yvonne Lord Buckley provide a site map of Milne Park and the layout of activities.

j) Stage & Sound

Perry Chan reported that he has contacted the manager of the headliner act about whether the drummer will use musical instruments provided by Markham's sponsor; a reply is expected soon. Enzo Greco reported that time will be left in the entertainment schedule in case a switch to a different set of drums is needed.

k) Fireworks

It was reported that the fireworks are already planned and Steve Matunin will coordinate all related details.

l) Entertainment

Melissa Qi distributed a preliminary entertainment roster. Enzo Greco reviewed the list and noted that there is a diverse mix of entertainment and that flexibility has been built into the schedule between act #16 and act #18. He will advise the entertainment acts that it would be appreciated if they could incorporate the Pan Am theme into their acts. Isabelle Santiago and Blue Soul will sing "O Canada" at the Milne Park Opening Ceremony and the Seniors Luncheon, respectively. The proposed lineup of entertainment was approved; Melissa Qi will contact artists to confirm their participation.

Yvonne Lord Buckley reported that Town Crier John Webster and a local composer are still very interested in having a number of musicians and singers playing and singing the composer's version of "O Canada" during the opening ceremonies when the parade arrives at Milne Park. Following Committee discussion, it was agreed that this idea did not fit well with the logistics of the Canada Day activities but could work well for other Markham festivals. Yvonne Lord Buckley will advise Mr. Webster of the Committee's decision.

It was reported that the headliner act has not yet been paid. The Committee discussed signing authority for invoices related to Canada Day activities. It was agreed by the Committee that invoices will be co-signed by either Councillor Collucci or Councillor Chiu, and Commissioner of Corporate Services Trinela Cane.

On behalf of the Committee, Dennis Flaherty, Director, Communications & Community Relations, recognized and thanked Enzo Greco for his considerable efforts over several years to ensure a diverse and appealing lineup of entertainment for Canada Day.

m) Volunteers

Clarence Li advised that information is needed by June 1, 2015 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. Candy Fan will collect and provide this information. Councillor Amanda Collucci has sent Mr. Li information about potential volunteers.

n) Sponsorship

Trinela Cane reported that the sponsorship package and sponsorship letter have been sent to potential sponsors; a sponsorship of \$3,000 has already been received. Ms. Cane advised that staff will follow up with other potential sponsors in early May. Councillor Alex Chiu will meet with representatives of Bell Canada at the end of April. It was reported that, in past years, sponsorships have been received right up to Canada Day.

o) Signage

No requests have yet been received; Committee members were reminded to give as much notice as possible for any new signs that are needed. Olivia Bella will work with Craig Breen to develop signs for each corner of Markville Mall to direct residents to the transportation to Milne Park. It was agreed to change one sign from “Jeanne Bowman Children’s Tent” to “Jeanne Bowman Children’s Activities”. Yvonne Lord Buckley advised that the listing of signs from previous years was very helpful.

p) Parking

This item was deferred to the next meeting.

q) Security

Sergeant Elaine Morash, York Region Police 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. Last year’s requirement of four cruisers and six officers would be appropriate for 2015 also. Sergeant Morash advised that, last year, the officers worked an hour overtime at the end of the Milne Park events because they were assisting in escorting buses from the parking lot to ensure the safety of Canada Day attendees. Staff identified that there is a safety issue at the park – there is only one road into the park, the road is not well lit and has ditches on each side, and crowds are walking in the centre of the road towards the buses. It was suggested that Markham consider using double-decker, rather than extended length, buses and consider renting additional lighting for the area; such measures would allow the officers to be reallocated to duties other than escorting the buses. Olivia Bella will obtain quotes for double-decker buses and Yvonne Lord Buckley will investigate the availability and costs of additional lighting. Sergeant Morash will work closely with Olivia Bella and Craig Breen on finalizing security arrangements.

r) Budget

Andrea Tang, Manager, Financial Planning, reported that Matt Vetere, Senior Financial Analyst, will provide updates at future meetings. Olivia Bella reported that there has been an increase in the administration fee and in the hourly rate of pay for auxiliary police and police on bicycles; she will continue to investigate these expenses. She also reported that there will be a slight increase in the cost of portable toilets.

s) Citizenship Ceremony

Melissa Qi reported that Citizenship and Immigration Canada has been contacted and an earlier start for the Canada Day Citizenship Ceremony has been requested. Plans will be confirmed in May.

t) Miscellaneous

- Plans will be developed for the Opening Ceremony at Milne Park.
- Within two weeks, Yvonne Lord Buckley will send "Save the Date" notices to Markham Councillors and Committee members.

**4. OTHER BUSINESS**

None was identified.

**5. DATES OF FUTURE MEETINGS**

The next meeting of the Markham Canada Day Committee is scheduled for Monday, May 25, 2015 at 5:30 PM in the Council Chambers at the Markham Civic Centre.

**6. ADJOURNMENT**

It was

Moved by           Melissa Qi  
Seconded by       Craig Breen

That the fourth meeting of the 2015 Markham Canada Day Committee adjourn at 7:15 PM.

CARRIED