



MINUTES
2011 MARKHAM CANADA DAY COMMITTEE
2011-05-16
Meeting No. 3

Attendance

Members

Perry Chan
Taylor Huff
June Lee
Mandy Ou
Peter Still
Irene Tse

Council

Councillor Alex Chiu
Councillor Carolina Moretti

Staff

Enzo Greco,
Markham Museum Public Programs Coordinator
Rob Hincks, Operations
Morgan Jones, Operations
Wendy Lucas, Assistant to Councillor Moretti
Tiffany Mak, Assistant to Councillor Landon
Steve Matunin, Supervisor, Operations
Cynthia Taylor-Huff, Assistant to Councillor Chiu
Bob Walter, Operations
Bev Shugg Barbeito, Committee Secretary

Regrets

Kai Mark
Andy Taylor
Olivia Bella, Event Management & Outdoor
Sports Coordinator
Dennis Flaherty, Director, Communications &
Community Relations
Andrea Guarino, Corporate Communications
Joanne Olson, Special Events Assistant
Jon Styles, Operations
Matt Vetere, Financial Analyst

The third meeting of the 2011 Markham Canada Day Committee convened at 6:20 p.m. with Cynthia Taylor-Huff in the Chair. She welcomed two new members to the committee: June Lee and Taylor Huff.

1. ADOPTION OF THE MINUTES OF THE APRIL 18, 2011 MEETING

This item was deferred to the next meeting.

2. PLANNING FOR CANADA DAY 2011

a) Committee Assignments

Committee assignments have been finalized.

b) Food Vendors

Irene Tse distributed the Food Vendor map and listing which shows that 13 food vendors have confirmed their interest in participating this year. There still would be room for three more booths. Consideration may be given to provide a booth for Michelangelo's in recognition of its long-time support of Canada Day activities. It was reported that there will be a diverse range of food offered for sale.

c) Mayor's Seniors Luncheon

Cynthia Taylor-Huff reported that plans are set. Entertainment will be provided by Jemini, who will also sing "Ô Canada". Cynthia Taylor-Huff will review signage needs with Bob Walter.

d) Parade

Peter Still reported that many participants from the previous year have confirmed they will participate again. He feels that more music or bands are still needed for the parade. Peter Still will email Joanne Olson and Enzo Greco to ask that the Governor General's Horse Guards Band be reserved so it might take part in the parade and later perform "O Canada" during the flag raising ceremony to start the entertainment at Milne Park.

Peter Still will contact local car dealerships to arrange the loan of four vehicles for use by dignitaries taking part in the parade.

Other ideas, such as participants wearing historical period dress, Bollywood-style dancers and participants transported using sedan chairs, are being investigated. Councillor Moretti thanked Peter Still for the fresh ideas he has been introducing in the parade planning.

e) Children's Activities

Taylor Huff reported that Joanne Olson has finalized the plans and that twelve volunteers will be needed to assist with the 2011 Canada Day Children's activities. Supplies on hand will be reviewed to identify any that are needed for this year.

f) Media

No report was available.

g) Entertainment

Enzo Greco reported that he and Tiffany Mak are close to finalizing the entertainment line-up and to finalizing the contract for the main performer Daniel Panetta. Contracts for all performers are to be issued by the end of this month.

h) Volunteers

Tiffany Mak reported that she had contacted past volunteers and twenty are interested in assisting with 2011 Canada Day events. Perry Chan advised that he can provide twenty additional volunteers. Volunteers will be needed to assist on the buses and with the Children's Activities, Mayor's Senior's Luncheon, and the Parade. Tiffany Mak will confirm supplies of t-shirts for volunteers with Prashanth Srichandramohan.

i) Transit Arrangements

Councillor Moretti reported that Joanne Olson is negotiating the transit arrangements with VIVA. The VIVA buses may hold as many as 40 people, which may mean that fewer buses would be needed.

j) Security

Arrangements with Emergency Medical Services for Milne Park and the Mayor's Seniors Luncheon, similar to last year, have been requested. If these services have not been confirmed by the next meeting, then certified lifeguards will be contacted and reserved. Confirmation of paid duty officers is required by the next meeting. Confirmation is also required for plans to have overnight security staff at Milne Park on June 30th from 9:30 pm - 7:30 am and on July 1st from 11 pm to 7 am. Overnight security officers must have cell phones and a vehicle.

It was reported that two Auxiliary police on bicycles have been confirmed.

k) Advertising/Posters/Invitations

Wendy Lucas reported that the design for advertising, postcards, and invitations was revised to reflect the main performer. Printing is on hold waiting for the contract with the main performer to be signed; if it is not signed within a week, the original design will be used so printing may be completed in time for distribution of items prior to Canada Day.

l) Sponsorship

Councillor Carolina Moretti and Councillor Alex Chiu are working on obtaining sponsorships for the 2011 Canada Day Events.

m) Miscellaneous

Councillor Moretti reported that:

- the Town of Markham tent will be used for the VIP tent. It was suggested that, at the wrap-up meeting, the Committee should discuss the need for additional tents for future events.
- Michelangelo's will provide the food for the VIP tent. They are also trying to provide a refrigerated truck to keep food chilled during the day.
- the loan of four golf carts has been arranged.
- staff are confirming the status of the Town's Heritage Grant application

The Committee viewed the video that will be shown during the Mayor's Senior's Luncheon. Pictures of new Council members and the new Bell Canada representative will be added next year.

Councillor Moretti thanked all Committee members for the tremendous effort they have made to plan the Canada Day activities on short notice.

3. PARKING LOT

a) Preview to Canada Day (Media Launch)

Wendy Lucas reminded Committee members that the Preview to Canada Day event will be held on Monday June 20, 2011 from 12:30 – 1:30 pm in the Great Hall of the Markham Civic Centre. All Committee members are encouraged to attend and wear their Canada Day golf shirt or t-shirt.

b) Stage & Sound

Perry Chan and Mandy Ou will handle the sound and stage logistics; they are recommending the larger stage be used. Perry Chan reported that he is sponsoring the Canada Day stage backdrop that will be ready for Canada Day.

c) Budget

There has been no changes to report.

d) Signs

It was reported that many signs used in 2010 can be used again this year. Committee members were reminded to give as much notice as possible for any new signs that are needed. Signs will be made for the Jeanne Bowman Children's Tent and a list of the entertainment line-up.

4. NEW BUSINESS

a) Jeanne Bowman Children's Tent

Councillor Moretti reported that she will ask Council to support the recommendation of naming the children's tent after Jeanne Bowman, a long time devoted Canada Day Committee member who was so enthusiastic in ensuring Markham children participated in and enjoyed Canada Day events.

b) Theme

Cynthia Taylor-Huff will investigate the possibility of having the theme registered.

5. DATES OF FUTURE MEETINGS

The next meeting of the Markham Canada Day Committee is scheduled for Monday June 20, 2011 at 6:00 PM in the York Room at the Markham Civic Centre.

Subsequent meetings will be held at 6:00 PM in the York Room as follows:
Monday June 27, 2011

6. ADJOURNMENT

The third meeting of the 2011 Markham Canada Day Committee adjourned at 7:15 PM.