



**MINUTES**  
**2011 MARKHAM CANADA DAY COMMITTEE**  
**2011-04-18**  
**Meeting No. 2**

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**Attendance**

**Members**

Peter Still  
Irene Tse

**Council**

Councillor Alex Chiu  
Councillor Carolina Moretti

**Staff**

Enzo Greco,  
Markham Museum Public Programs Coordinator  
Andrea Guarino, Corporate Communications  
Rob Hincks, Operations  
Wendy Lucas, Assistant to Councillor Moretti  
Tiffany Mak, Assistant to Councillor Landon  
Steve Matunin, Supervisor, Operations  
Matt Vetere, Financial Analyst  
Bob Walter, Operations  
Bev Shugg Barbeito, Committee Secretary

**Regrets**

Perry Chan  
Taylor Huff  
June Lee  
Kai Mark  
Mandy Ou  
Andy Taylor  
Olivia Bella, Event Management & Outdoor  
Sports Coordinator  
Dennis Flaherty, Director, Communications &  
Community Relations  
Morgan Jones, Operations  
Joanne Olson, Special Events Assistant  
Jon Styles, Operations  
Cynthia Taylor-Huff, Assistant to Councillor Chiu

The second meeting of the 2011 Markham Canada Day Committee convened at 6:05 p.m. with Councillor Carolina Moretti in the Chair.

**1. ADOPTION OF THE MINUTES OF THE MARCH 30, 2011 MEETING**

THE MARKHAM CANADA DAY COMMITTEE RECOMMENDS:

That the minutes of the Markham Canada Day Committee meeting held on March 30, 2011, be adopted with the following changes *in italics*:

**WELCOME**

Bob Walter welcomed new members Perry Chan, Kai Mark, Mandy Ou, Taylor Huff and June Lee and staff Andrea Guarino and Tiffany Mak who will be joining the Committee for

planning the 2011 Canada Day events. Bob also welcomed back former members Peter Still, ~~Perry Chan~~, and Irene Tse.

## **2. PLANNING FOR CANADA DAY 2011**

### **k) Volunteers**

Prashanth Srichandramohan and Councillor Kanapathi have been instrumental in recruiting volunteers in past years. *This year, Town of Markham Council appointed only two Councillors to the 2011 Markham Canada Day Committee: Councillor Alex Chiu and Councillor Carolina Moretti.* Councillor Moretti will discuss volunteer recruitment for 2011 at the next meeting.

CARRIED

## **2. PLANNING FOR CANADA DAY 2011**

### **a) Committee Assignments**

Councillor Moretti reviewed the list of Committee assignments. Tiffany Mak will undertake volunteer recruitment efforts and it may be necessary to interest another Committee member to assist her.

### **b) Food Vendors**

Irene Tse reported that eight food vendors have confirmed their interest in participating again this year. The eight booths in prime locations have already been reserved. Irene Tse proposed creating a path between booths four and five so that people attending the 2011 Canada Day festivities would be able to see the other booths behind those in the prime positions. The Committee agreed to adopt this proposal.

### **c) Mayor's Seniors Luncheon**

It was reported that the menu will either be the same as, or similar to, the menu used last year, since many attendees enjoyed it.

### **d) Parade**

Peter Still reported that more participants and more music are still needed for the parade. Andrea Guarino will provide Peter with the list of participants in the Santa Claus parade so that they may be contacted to determine their interest in participating in the 2011 Canada Day Parade.

Peter Still questioned whether the Committee wished to reserve the Governor General's Horse Guards Band at a possible price of \$2000. It was felt that the Town of Markham does have a longstanding affiliation with this group, so it was agreed that Peter will try to reserve the group at the 2010 rate of \$1500.

It was agreed that Peter Still will try to arrange the loan of four vehicles for use by dignitaries taking part in the parade. Councillor Moretti will provide Peter with contacts at local car dealerships. Steve Matunin will make arrangements for a covered wagon to transport the Councillors.

Peter Still proposed introducing a new concept for the parade: having some participants wear historical period dress. It was agreed that this might be an aspect that would appeal to the parade audience. Peter will contact the Markham Little Theatre to determine whether their members would be interested in participating this way in the parade.

Similarly, it was suggested that children would enjoy having characters such as puppets and the Markham Stouffville Hospital's Bear take part in the parade and Children's Activities. Joanne Olson will be asked to determine the feasibility of these ideas. Other ideas, such as Bollywood-style dancers and participants transported using sedan chairs, will be investigated.

Bob Walter will make arrangements with Antonette DiNovo to pick up banners used last year.

Andrea Guarino reported that the agreement with Markville Mall will be finalized soon. This will allow the Town to use the Markville Mall parking lot for lining up the parade participants and for public parking.

e) Children's Activities

It was reported that Joanne Olson has reserved many of the children's entertainers for 2011 Canada Day activities.

f) Stage & Sound

Perry Chan and Mandy Ou will handle the sound and stage logistics. It was reported that Perry Chan is making the arrangements to produce the Canada Day stage backdrop.

g) Media

Andrea Guarino reported that the 2011 Canada Day ad was inserted in Markham Life and that distribution to 40,000 households was scheduled to take place on April 23rd, 2011. Canada Day events will also be promoted on the Town of Markham page in The Economist & Sun, on the Town's website and in local ethnic newspapers.

h) Entertainment

Enzo Greco reported that there are twenty-two time slots for the entertainment; only three remain unfilled. He hopes to add a Tamil group to the line-up. The main performer will be Daniel Panetta, a well known entertainer from Vaughan. The entertainment line-up is diverse, including young local talent, so as to appeal to many ages and backgrounds.

i) Fireworks

Steve Matunin reported that plans for the fireworks presentations are under control.

j) Volunteers

Tiffany Mak reported that Prashanth Srichandramohan has given her a list of past volunteers; she will contact them to determine their interest and availability to assist with 2011 Canada Day events. Councillor Moretti may ask another Committee member to assist Tiffany with volunteer recruitment efforts if necessary.

k) Transit Arrangements

In order to get optimum pricing, Councillor Moretti will discuss with Councillor Chiu ideas for including in one "package" the transit needs for Canada Day events along with transit needs for other Town of Markham events.

l) Security

Andrea Guarino reported that Olivia Bella has requested the security arrangements that were in place last year. Overnight security will be arranged 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.

Appropriate authorities have been provided with information about road closures. Arrangements with Emergency Medical Services, similar to last year, have also been requested.

m) Advertising/Posters/Invitations

Wendy Lucas will arrange to revise advertising, postcards, and invitations to reflect the addition of Daniel Panetta as the featured entertainer.

n) Sponsorship

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

o) Miscellaneous

Councillor Moretti will make arrangements with Patrick O'Hanlon for the loan of 4 golf carts.

**3. NEW BUSINESS**

Councillor Chiu and Councillor Moretti will discuss plans to remember Jeanne Bowman and her many years of dedication in assisting with planning for Canada Day events.

**4. DATES OF FUTURE MEETINGS**

The next meeting of the Markham Canada Day Committee is scheduled for Monday May 16, 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 20, 2011

Monday June 27, 2011

**5. ADJOURNMENT**

The second meeting of the 2011 Markham Canada Day Committee adjourned at 6:55 PM.