



2015 MARKHAM CANADA DAY COMMITTEE

MINUTES March 9, 2015 Meeting No. 2

Attendance

Members

Perry Chan
Kane Elliott
Farsath Hanifa
Teresa Ing
Prem Kapur
Clarence Li
Aaron Madar
Raj Sethi

Council

Councillor Alex Chiu
Councillor Amanda Collucci

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 to Amanda Collucci
Diane Samek, Corporate Communications
Matt Vetere, Senior Financial Analyst
Bev Shugg Barbeito, Committee Coordinator

Regrets

Allan Bell
Munira Budheo
Mandy Ou
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
Jon Stiles, Operations

The second meeting of the 2015 Markham Canada Day Committee convened at 5:41 p.m. with Councillor Alex Chiu and Councillor Amanda Collucci serving as Co-Chairs.

1. WELCOME AND INTRODUCTIONS

Councillor Alex Chiu welcomed everyone and introductions were made.

2. ADOPTION OF THE MINUTES OF THE JANUARY 27, 2015 MEETING

It was

Moved by Matt Vetere
Seconded by Councillor Amanda Collucci

That the minutes of the 2015 Markham Canada Day Committee meeting held on January 27, 2015, be adopted as distributed.

CARRIED

3. PLANNING FOR CANADA DAY 2015

a) Preview to Canada Day (Media Launch)

It was confirmed that the Preview to Canada Day (Media Launch) event will be held on Tuesday, June 9, 2015 from 10:00 – 11:30 am in the Great Hall of the Markham Civic Centre. Committee members were asked to reserve this time so they might attend. Yvonne Lord Buckley will follow up to ensure that Mayor Frank Scarpitti and Markham Councillors have been invited.

Corporate Communications staff will invite the Pan Am Games mascot, “Pachi the Porcupine” and Canadian Pan Am athletes to participate in the event. Trinela Cane, Commissioner of Corporate Services, advised that the Committee might wish to consider having the Canada Day entertainment headline act attend the Preview to Canada Day event, or having several entertainers if the Committee prefers to keep the event low key.

b) Theme Pan Am

Canada Day occurs six days before the first Pan Am Games event so Markham’s Canada Day events will have a strong Pan Am theme. Entertainment will also reflect both the diversity of Markham and the Pan Am Games. The parade will have a Markham float featuring the Pan Am theme.

c) Heritage Grant

Dennis Flaherty, Director, Communications & Community Relations, reported that the application for the 2015 Heritage Grant has been completed and submitted. Markham received a heritage grant of \$25,000 in 2014. There may be an opportunity to receive a higher amount in 2015 since the Pan Am torch relay in Markham will occur on Canadian Multiculturalism Day June 27. In 2016, the Heritage Grant application will need to include information about the cost of all staff and volunteers involved in planning Canada Day events.

d) Advertising/Posters/Invitations

Diane Samek, Corporate Communications, reported that she will coordinate plans for media advisories, posters, post cards and evites to ensure the community is aware of Canada Day events. She will prepare a high level plan for presentation at the next meeting.

e) Mayor's Senior's Luncheon

Yvonne Lord Buckley, Corporate Communications, and Candy Fan, EA to Councillor to Alex Chiu, met with John Verdone at Le Parc regarding the menu. Mr. Verdone has agreed to provide a lunch of meat lasagna and vegetable lasagna, salad, and cake for \$10 plus HST per person. In addition, Le Parc staff will set the tables and assist in serving. Yvonne Lord Buckley reported that Merlin, who has catered the Mayor's Senior's Luncheon in previous years, has been advised of this change. Committee members were asked to provide the Co-chairs with any menu ideas for next year.

The Committee will decide on emcees.

f) Parade

Yvonne Lord Buckley and Olivia Bella conducted a site visit of the Markville Mall parking lot. Markham will be able to use the northeast upper parking lot for the parade formation and the northeast lower level parking lot for parking by residents and shuttle services to Milne Park. Diane Samek will include this information in advertising materials and appropriate signage will be developed with Craig Breen, Operations. Morgan Jones and his team will coordinate requirements for road closures with York Region Police. Kane Elliott will lead the coordination of the parade plans and will report on ideas at the next meeting. Farsath Hanifa volunteered to assist Kane Elliott with the parade planning.

g) Transit Arrangements

Olivia Bella reported that the transit plans will be based on last year's plans and pickup locations, although smaller buses will be used for some routes. Dennis Flaherty advised that he will negotiate with VIVA to place materials promoting the Pan Am Games and Globalfest on these buses on Canada Day. Olivia Bella advised that a total of sixteen volunteers (two per bus) will be needed; Clarence Li requested information about their duties. Teresa Ing volunteered to serve as co-lead with Olivia Bella to make the transit arrangements.

h) Food Vendors

Perry Chan reported that Mandy Ou will coordinate the food vendors and will provide a preliminary list of food vendors at the next meeting. It was suggested that it would be best to have a number of vendors providing a large variety of food choices, as well as hamburgers and French fries. Committee members were asked to suggest ideas to Perry Chan or Mandy Ou. Perry Chan will send a location map to the Co-chairs.

The Committee discussed pricing of the food vendor booths. It was agreed that Perry Chan and Yvonne Lord Buckley will develop a pricing strategy consistent with that used by the Markham Children's Festival; the pricing strategy will be discussed at the next meeting.

i) Children's Activities

Melissa Qi, EA to Councillor to Amanda Collucci, and Prem Kapur will lead the coordination of the Children's Activities which are scheduled at Milne Park from 3:00 – 6:00 pm. They will begin to contact last year's participants to confirm their participation for 2015. Kane Elliott will also provide some ideas for activities.

j) Stage & Sound

Perry Chan suggested that Markham use an enhanced stage model for the Milne Park entertainment; a decision about this will depend on the cost and the overall budget for the Canada Day events.

k) Fireworks

It was reported that the fireworks are already planned and Steve Matunin will coordinate all related details. He will check with the contractor whether the music which accompanies the fireworks can reflect the Pan Am theme and whether changes can be made to the pace of the music, within the allocated budget.

l) Entertainment

It was reported that Enzo Greco and Melissa Qi will plan the entertainment acts. However Enzo will not be available to coordinate the acts at Milne Park on Canada Day; Aaron Madar volunteered to take on this role. Doo Doo the Clown has been confirmed; he will include the Pan Am theme in his routine. Allan Bell will serve as emcee. The Flato Markham Theatre has been contacted for leads regarding a headline act. Yvonne Lord Buckley will follow up with the theatre and Aaron Madar will assist in providing suggestions for a headline act; they will report their progress at the next meeting. Perry Chan recommended that any contract with a headline act be vetted for additional riders requested.

m) Volunteers

Clarence Li advised that he needs information about the numbers of volunteers needed, as well as the duties the volunteers will be required to do.

n) Sponsorship

Councillor Amanda Collucci distributed and reviewed a sponsorship package and sponsorship letter to be sent to potential sponsors. Diane Samek will update both with the Pan Am theme and current dates. The list of previous sponsors will be emailed to Committee members; they were asked to advise the Co-chairs if they know of any other potential sponsors.

o) Signage

Diane Samek will coordinate the design in order to ensure a coordinated look. Committee members were reminded to give as much notice as possible for any new signs that are needed; requests should be sent to Olivia Bella who will pass them on to Craig Breen. It was reported that many signs from previous years are available to be used again.

It was agreed that a lit sign on top of a police car might be a very visible point for lost children and parents looking for them to be directed to. Craig Breen will investigate this possibility with York Region Police.

Aaron Madar suggested that his company might consider sponsoring signage. Dennis Flaherty thanked him and suggested they discuss the possibility of sponsorship for a full size (20' high x 28' wide) stage banner and signs for the parade.

p) Parking

Steve Matunin and Rob Hincks will provide an update at the next meeting.

q) Security

Olivia Bella reported that a security guard with cell phone and vehicle has been arranged for overnight at Milne Park for both June 30 and July 1. Arrangements are being made for the same number of paid duty officers as last year and by-law enforcement officers will be available to enforce parking regulations in the areas around the park. First Aid staff will be arranged for both Le Parc and Milne Park.

r) Budget

Matt Vetere, Senior Financial Analyst, distributed a document entitled *City of Markham Canada Day 2015 Budget as at March 9, 2015*. He reported that there was a surplus in 2014. Committee members discussed the budget amounts identified for various budget lines. It was suggested that some expenses may be recorded in inappropriate expense categories; Matt Vetere will prepare a revised budget for discussion at the next meeting.

s) Miscellaneous

- Dignitaries and the Town Crier will be invited soon through the Mayor's Office.
- Yvonne Lord Buckley will investigate inviting the Governor General's Horse Guards for the flag raising ceremony.
- Diane Samek and Yvonne Lord Buckley will provide an update on the Canada Day Citizenship Ceremony at the next meeting.

4. OTHER BUSINESS

None was identified.

5. DATES OF FUTURE MEETINGS

The next meeting of the Markham Canada Day Committee is scheduled for Monday, March 23, 2015 at 5:30 PM in the York Room at the Markham Civic Centre.

6. ADJOURNMENT

It was

Moved by Craig Breen
Seconded by Melissa Qi

That the second meeting of the 2015 Markham Canada Day Committee adjourn at 7:45 PM.

CARRIED