



2015 MARKHAM CANADA DAY COMMITTEE

MINUTES March 23, 2015 Meeting No. 3

Attendance

Members

Munira Budheo
Perry Chan
Teresa Ing
Prem Kapur
Aaron Madar
Mandy Ou

Council

Councillor Alex Chiu
Councillor Amanda Collucci

Guest

Town Crier John Webster

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
Steve Matunin, Supervisor, Operations
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
Kane Elliott
Farsath Hanifa
Clarence Li
Raj Sethi
Jason Britton, Working Supervisor, Operations
Enzo Greco, Markham Museum, Rental and
Events Coordinator
Rob Hincks, Operations
Morgan Jones, Operations
Barb Rabicki, Operations
Jon Stiles, Operations

The third 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. ADOPTION OF THE MINUTES OF THE MARCH 9, 2015 MEETING

It was

Moved by Perry Chan
Seconded by Matt Vetere

That the minutes of the 2015 Markham Canada Day Committee meeting held on March 9, 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 that the Great Hall of the Markham Civic Centre has been reserved for the Preview to Canada Day (Media Launch) event on Tuesday, June 9, 2015 from 10:00 – 11:30 am. Tyler Shaw, the headliner entertainment act, will participate in the Preview to Canada event. Yvonne Lord Buckley has emailed Mayor Frank Scarpitti's office and the Pan Am Games mascot, "Pachi the Porcupine" to invite them to this event. Yvonne Lord Buckley and Diane Samek will send "Save the Date" notices to Markham Councillors and Committee members.

b) Theme Pan Am

Diane Samek, Corporate Communications, reported that the Pan Am theme will be incorporated in all aspects of Canada Day events, e.g. promotional materials, the parade, and entertainment.

c) Heritage Grant

Dennis Flaherty, Director, Communications & Community Relations, reported 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

Diane Samek reported that she has prepared a high level marketing plan and will send it to the Committee Co-chairs for review.

e) Mayor's Senior's Luncheon

Candy Fan, EA to Councillor Alex Chiu, reported on progress in planning the luncheon. It was reported that between 800 and 1,000 seniors may attend the luncheon. Individual seniors will register through the contact centre. In past years, spaces have filled quickly so, it was agreed that promotional materials and advertising should encourage seniors to register early as space is limited. In the past, one table has been reserved for dignitaries and another for last minute attendees. Trinela Cane, Commissioner of Corporate Services, will send a request to Markham staff to volunteer as servers.

Perry Chan reported that the video to be played during the luncheon should be refreshed; Corporate Communication will coordinate this. Trinela Cane will reserve projectors and bring them to Le Parc.

Yvonne Lord Buckley advised that the agreement with Le Parc was ready to be signed by Councillor Collucci.

f) Parade

It was reported that Yvonne Lord Buckley and Olivia Bella met with Kane Elliott to begin making plans for the parade. A site visit to Milne Park has been planned for April 2, 2015. Trinela Cane will email Antonette DiNovo to ask her to provide a list of participants in 2014. Councillor Amanda Collucci requested that a preliminary list of 2015 participants be prepared for the April 20, 2015 meeting.

Town Crier John Webster presented to the Committee for its consideration an idea to celebrate the 50th anniversary of the Canadian flag: to break the Guinness World Book of Records by having the most number of musicians and singers playing and singing "O Canada" during the opening ceremonies when the parade arrives at Milne Park. Mr. Webster advised that the large Canada flag from the Peace Tower in Ottawa would be available to be draped in front of the Milne Park stage. It was recognized that this would be a great way to celebrate the flag's anniversary and Canada Day, however it was noted that Markham would have to cover the expenses of Guinness World Book of Records officials on hand to observe and record the event. Mr. Webster will forward the contract with arranger Sean Breen to Dennis Flaherty and Yvonne Lord Buckley for review.

g) Transit Arrangements

Olivia Bella distributed and reviewed a chart showing the proposed schedule for buses bringing seniors to Le Parc for the luncheon. Olivia Bella and Teresa Ing reported that the transit plans have revised pickup times so that seniors arrive at Le Parc by 11:45 am. It was agreed that the pickup times will be included on posters.

The number of buses may be increased if the number of seniors, needing transportation by bus, increases. It will be important to have seniors identify when they register for the luncheon whether they need transportation. Olivia Bella has submitted the routes to York Region Transit and will finalize numbers two weeks before Canada Day.

Olivia Bella advised that the agreement with York Region Transit was ready to be signed by Councillor Collucci.

It was

Moved by Teresa Ing
Seconded by Yvonne Lord Buckley

That the transit plans be adopted as distributed.

CARRIED

h) Food Vendors

Perry Chan reported that Mandy Ou will send Committee members a preliminary list of food vendors and locations for food vendors at Milne Park. The pricing, layout and size of the food vendor booths were discussed. It was agreed that Perry Chan, Mandy Ou, and Yvonne Lord Buckley will meet to develop a strategy for pricing, layout and size of booths for discussion at the next meeting.

Yvonne Lord Buckley reported that the legal department has approved the food vendor application. She will review the application related to cancellation charges.

i) Children's Activities

Melissa Qi, EA to Councillor to Amanda Collucci, and Prem Kapur reported that previous children's activities included a clown, balloon sculptor, face painter, and colouring booth. Trinela Cane will provide contact information for an air brush tattoo artist who was popular in 2014. Yvonne Lord Buckley reported that she is obtaining quotes for costumed superheroes and mascots to stroll the grounds of Milne Park. Councillor Amanda Collucci suggested that ideas might be obtained from activities at the Children's Festival.

Any signs that are needed will be provided by Operations staff. Councillor Amanda Collucci advised that a site map of Milne Park and the layout of activities would be appreciated.

j) Stage & Sound

Perry Chan reported that the stage location has been submitted to Yvonne Lord Buckley and that other details remain the same as last year. The availability of generators needs to be confirmed to ensure adequate power for the entertainment.

There may be a need to have two sets of musical instruments since the drummer of the headliner act is under contract to use a specific brand other than that of Markham's sponsor. Having two sets of instruments on stage would be difficult because there would not be enough room for both. Perry Chan will negotiate with the manager of the headliner act and Enzo Greco to resolve this issue.

k) Fireworks

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

l) Entertainment

It was reported that Enzo Greco and Melissa Qi will plan the entertainment acts. Aaron Madar will coordinate the performances at Milne Park on Canada Day. One planning meeting has already been held; a tentative list of entertainment acts will be prepared for presentation at the April 20, 2015 meeting.

m) Volunteers

Information is needed about the numbers of volunteers required, as well as the duties the volunteers will be required to do.

n) Sponsorship

It was reported that the sponsorship package and sponsorship letter updated by Diane Samek is being reviewed.

o) Signage

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.

Aaron Madar requested that the specifications for signs be submitted to him so that he might present a proposal to his company to consider sponsoring the cost of the signage.

p) Parking

Steve Matunin reported that only VIPs will be given passes to park at Milne Park,

The Committee discussed a proposal to provide bicycle valet parking.

It was

Moved by Steve Matunin

Seconded by Mandy Ou

That the proposal submitted by Elizabeth Tan for the Canada Day Committee to pay \$550 (50% of the cost) to provide a bicycle valet service during Canada Day events at Milne Park, be adopted as distributed.

CARRIED

q) Security

Olivia Bella reported that arrangements are similar to those of last year. However, the number of auxiliary police and police on bicycles is still to be confirmed. She reported that there has been an increase in the administration fee and in the hourly rate of pay. Dennis Flaherty will work with Olivia Bella and Yvonne Lord Buckley to calculate the costs and report them to the Committee.

r) Budget

Matt Vetere, Senior Financial Analyst, distributed a document entitled *City of Markham Canada Day 2015 Budget as at March 23, 2015*. He reported that he had reviewed the allocation of 2014 expenses and has made revisions to the 2015 budget as appropriate.

It was

Moved by Perry Chan

Seconded by Mandy Ou

That the revised budget document entitled *City of Markham Canada Day 2015 Budget as at March 23, 2015*, be adopted as distributed.

CARRIED

s) Citizenship Ceremony

Consideration is being given to starting the Canada Day Citizenship Ceremony earlier so as not to adversely affect the timing of other Canada Day events.

t) Miscellaneous

- Yvonne Lord Buckley introduced new Committee member Munira Budheo, who will assist with coordinating parade arrangements.
- It was reported that Markham staff, who work on Canada Day, will receive a lieu day.
- It was reported that Costco has requested permission to be present at Milne Park. Committee members were reminded that, to date, no commercial enterprises have been permitted.
- Diane Samek reported on a Markham Museum activity where participants make clay maple leaf medallions with messages of what Canada means to them; she suggested that this might be a good addition to Canada Day activities at Milne Park. Diane Samek and Dennis Flaherty will present a proposal about this to the Committee at the April 20, 2015 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, April 20, 2015 at 5:30 PM in the Council Chambers at the Markham Civic Centre.

6. ADJOURNMENT

It was

Moved by Craig Breen
Seconded by Steve Matunin

That the third meeting of the 2015 Markham Canada Day Committee adjourn at 7:10 PM.

CARRIED