



**NINTH MEETING OF THE
2011 BUDGET SUB-COMMITTEE
CANADA ROOM, MARKHAM CIVIC CENTRE
March 23, 2011**

MINUTES

Attendance:

<p>Members Present: Deputy Mayor Jack Heath (ex-officio) Regional Councillor Gord Landon, Chair Councillor Don Hamilton Councillor Alan Ho Councillor Howard Shore Councillor Colin Campbell</p> <p>Councillors Present: Councillor Alex Chiu Councillor Valerie Burke</p> <p>Regrets: Mayor Frank Scarpitti (ex-officio) Regional Councillor Jim Jones Regional Councillor Joe Li Councillor Carolina Moretti</p>	<p>Staff Present: John Livey, Chief Administrative Officer Joel Lustig, Treasurer Veronica Siu, Senior Business Analyst Andrea Tang, Manager of Financial Planning Andy Taylor, Commissioner of Corporate Services Laura Gold, Council/Committee Coordinator</p> <p>Guest Present: Peter Chiu, Remington Markham International Sedan Challenge Anita Ko, Power Unit Youth Organization Peter Ottensmeyer, Markham Concert Band</p>
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The Budget Sub-Committee convened at 2:09 p.m. with Regional Councillor Gord Landon in the Chair.

1. DEPUTATIONS

Markham Concert Band, Peter Ottensmeyer

Mr. Peter Ottensmeyer, Markham Concert Band, spoke on behalf of all new Celebrate Markham Grant applicants, explaining that new applicants submitted within the deadline should be considered based on the same merit as returning applicants. It was recommended that procedures be created for the handling of new grant applicants. The following was recommended to be adopted: a sunset clause, no grants running for more than three (3) years; and a zero-based project budget to ensure 1/3 of all applicants are new. This prevents grant applicants from becoming dependent on the Celebrate Markham Grant and helps freeing funds for new applicants.

The \$4,500 Celebrate Markham Grant request will be used to hold a concert band series in Markham Village on Sunday afternoons, in the summer months. The funds will be used to pay a \$500 honorarium to the bands and all funds will be used in 2011.

It was anticipated that the concerts would stimulate local business and bring culture to the area. A majority of the performances would be by the Markham Concert Band, but other bands would also be contacted to fill the concert series. The initial success of the event would be measured by the size of the audience and the continual success of the event would be measured by the financial viability of the event (e.g. obtaining financial support from the local merchants and BIA). It was believed that two (2) years start-up funds were required and that in the third year other revenue sources could be secured.

The Markham Concert Band has also applied for a Trillium Grant for an inflatable band shell to be used for the concert series. It was noted that the Markham Village Business Improvement Area (BIA) has committed to providing chairs and volunteer time. At this time both merchants in the area and the BIA were unable to contribute funds towards this project. This may change overtime as the concert series becomes an established event. The location for the concert series still needs to be confirmed.

The Committee was advised that the Markham Concert Band consists of approximately sixty (60) people of which the majority live in Markham.

Remington Markham International

Mr. Peter Chiu, Remington Markham International Sedan Chair Challenge, advised that \$15,000 is being requested to help with the Remington Markham International Sedan Chair Challenge. The total cost of the event is \$170,000. A grant of \$40,000 from the Ministry of Culture & Tourism has been secured to assist with the event.

The objective of the Sedan Chair Challenge is to celebrate the multiculturalism of Canada and to help drive Markham's economy. The event will be held at Markham Civic Centre and it is anticipated that approximately 8,000 to 10,000 people will be in attendance. The event will consist of the following: approximately forty (40) to fifty (50) teams competing in the sedan chair challenge; a parade; a carnival; approximately fifty (50) to sixty (60) vendors; and firecrackers. A concern was expressed regarding the effects from the firecrackers on the wildlife at Markham Civic Centre. It was noted the fireworks would be done facing the parking lot. It was requested that an expert be consulted on the fireworks effect on the pond's wildlife.

The Celebrate Markham Grant is being requested to provide funds to cover the cost of building permits, road closures, table rentals and portable toilets. It was clarified that portable toilets were required to be placed along the race and parade routes. The cost for this year's event was explained to be higher due to start up costs, such as the purchasing of tents and having fifty (50) plus sedan chairs built. The cost to build a sedan chair was \$400 per chair.

The Committee inquired where the sedan chairs would be stored. The Town was asked if they could help with the storage of the sedan chairs.

There was a discussion regarding partnering with other events held at Civic Centre to share some of the costs and to receive potential group savings.

Power Unit Youth Organization

Anita Ko, Power Unit Youth Organization, displayed a UTube video of its annual youth event “Night it Up”. The event is comprised of cultural food, local performances, and game booths. The event mimics a typical festival in Asia. The event is undertaken by youth volunteers. The mandate of the Power Unit Youth Organization is to provide youth with skill development opportunities and to develop their passion for community work. The Power Unit Youth Organization is requesting a \$12,000 Celebrate Markham Grant.

This year’s the event is being re-located from a private mall parking lot in Scarborough to Markham Civic Centre. It was noted that there would be some costs associated with the change in venue (e.g. the cost of electricity and shuttle buses). The Celebrate Markham Grant was being requested to help pay for some of the additional costs associated with the change in venue. It was estimated that the total estimated cost of the event is \$80,000. It was explained that the location of the event needed to be changed, as it was no longer suitable due to a Church being built on a section of the parking lot, which reduced the number of parking spots available to retailers in the plaza.

Moved by Councillor Alex Chiu

Seconded by Councillor Colin Campbell

That the Budget Sub-Committee receive the deputations.

CARRIED.

2. 2011 CELEBRATE MARKHAM GRANTS PRESENTATION

A. Overview

Mr. Joel Lustig, Treasurer, provided an overview of the Celebrate Markham Grants. It was explained that the grant program recognizes groups that attempt to enhance and promote Markham by celebrating its culture uniqueness. Funding support is provided to events that promote and recognize Markham as a great place to work, live and play.

B. Grants Recipients Meeting

Mr. Lustig advised that a meeting was held on June 22, 2010 to review a new grants application form. Council approved the distribution of the form to be used for 2011 requests. The updated application form included the following sections: application overview; objectives, description and organizational profile; budget and financial statements; governance; and a cover page and checklist to ensure all

sections are completed before submitting the application. Additional requirements include a certificate of insurance for all events not covered by the Town's insurance program and acknowledgement of the Town grant on all event materials (e.g. posters).

Mr. Lustig advised that the Town sometimes provides 'in kind' services to special events. The in kind services costs range from \$1,500 for a smaller event to \$31,000 for a larger event. It was clarified that services in-kind may be provided without the completion of an application form or without the approval of the Budget Sub Committee.

A Town audit showed large amounts of recyclable material was thrown away at events. The Town is currently working with Celebrate Markham events to implement the zero waste target policy. It is estimated that 90% of the waste could be diverted.

C. 2011 Celebrate Markham Grants Allocation

Mr. Lustig reported that the 2011 Celebrate Markham Grants Budget remains at the 2010 funding level of \$250,000. Council previously approved \$25,000 funding allocation to seniors' clubs. The following 2011 Celebrate Markham Grants were previously approved by Council: Chinese New Year Celebration (\$10,000); Tony Roman Memorial Hockey Tournament (\$6,000); Black History Month (\$3,000); Canada Day Celebrations (\$50,000); Markham Arts Council (\$19,000); Markham Village Music Festival (\$10,000); Unionville Festival (\$10,000); and South Asian Heritage Celebration (\$3,000). It was explained that the remaining unallocated balance is \$114,000.

The Committee reviewed the remaining Celebrate Markham grant requests. It was noted that applicants with an asterisk are Town run events, which are not required to submit an application form in the past.

Tourism Markham

The Committee discussed grant applicant No. 16 Tourism Markham. It was explained that the \$5,000 Celebrate Markham grant is being requested to be used towards the distribution of the brochures and towards the maintenance of its website.

Moved by Deputy Mayor Jack Heath

Seconded by Councillor Alex Chiu

That the Budget Sub-Committee approve the Tourism Markham Celebrate Markham Grant in the amount of \$5,000

CARRIED.

It was clarified that the \$7,500 granted to RibFest in 2010 was redistributed after the cancellation of the event to the following groups: Thursday Night Summer Music Series; Night it up; and York Region Celebration of the Arts.

The Committee agreed that grant applicants need to be educated on obtaining sponsorship funds, noting that many Celebrate Markham events are already obtaining sponsorship funds. Ms. Judi MacIntyre from the Trillium Organization has agreed to provide training to Celebrate Markham event groups on obtaining sponsorship funds.

It was noted that the Town must be able to handle new grant requests. Applicants should be advised how long their funding will be for and funding should possibly be reduced each year so that grant recipients are not dependent on the grant. There is a need for a fair and equitable grant distribution process. The percentage of the grant relative to the total event budget should be considered. The purpose of the grant should be to provide start-up funds/capital. Applicants should be expected to be self sufficient after receiving the grant for a few years and no grant should be provided for greater than three (3) years. A business plan should be submitted along with the application form. The Committee agreed that the Celebrate Markham Grants guidelines need to be reviewed.

Moved by Councillor Alex Chiu

Seconded by Councillor Colin Campbell

That the Budget Sub- Committee approve the following Celebrate Markham Grants:

Doors Open Markham *	9,500
Markham Santa Clause Parade *	16,500
Milliken Mills Children's Festival *	13,500
Senior Advisory Committee *	0
Senior Citizen's Light Tour *	0
Senior's Hall of Fame *	2,000
Taste of Asia Festival	15,000
Markham Jazz Festival	10,000
Markham Concert Band	4,500
Markham Little Theatre	0
Markham Main Street BIA Events	0
The Thursday Night Summer Music Series - Unionville Bandstand	2,500
Night-it-up	5,000
Fiesta Canada	0
Markham Rotary Ribfest	7,500
Markham Federation of Filipino Canadians	2,500
Senior's Extravaganza	3,500
Thornhill Festival	10,000
Unionville Old Tyme Christmas Parade	6,500
York Region Celebration of the Arts	0
Unallocated	500

And That the Budget Sub-Committee allocate \$5,000 to the Seniors Advisory Committee from the \$25,000 allocated to Seniors Grants.

CARRIED.

Moved by Councillor Howard Shore

Seconded by Councillor Alex Chiu

That Staff investigate the Celebrate Markham Grant objectives and alternatives (e.g. sunset clauses-and the number of years a grant shall be renewed).

CARRIED

Moved by Councillor Howard Shore

Seconded by Councilor Colin Campbell

That Staff meet with Celebrate Markham Grant recipients with events being held at Markham Civic Centre to explore cost sharing opportunities.

CARRIED.

D. 2011 Seniors Grants Allocation

Moved by Deputy Mayor Jack Heath

Seconded by Councillor Valerie Burke

That the Budget Sub-Committee allocate \$3,000 to Markham Tamil Seniors Association Canada from the \$25,000 allocated to Seniors' Grants.

CARRIED.

It was agreed that the Sedan Chair Challenge would obtain services in-kind from the Town.

3. NEXT STEPS

It was requested that a workshop be held for event groups to educate them in regards to sponsorship opportunities. Staff will bring forward to Council a revised grant process in the next couple of months. For future meetings Staff were requested to provide a description of events requesting Celebrate Markham Grants.

The schedule for the Budget Sub Committee is still being determined. The aim is to have the 2012 budget approved by November 22, 2011. The following are tentative dates for Task Forces meetings: April 4, 5, 11, and 12, 2012.

4. ADJOURNMENT

Moved by Councillor Valerie Burke

Seconded by Councillor Don Hamilton

That the Budget Sub-Committee meeting adjourn at 4:44 p.m.

CARRIED.