



MINUTES

**MARKHAM SANTA CLAUS PARADE COMMITTEE
ROTARY CLUB OF MARKHAM SUNRISE INC.
Building Boardroom, Markham Civic Centre
January 14, 2015**

Attendance

Jim Sandiford, Rotary Club of Markham Sunrise Inc. - Chair
Art Moad
Susan Peterson
Councillor Colin Campbell
Yvonne Buckley Lord, Corporate Communications
Enzo Greco, Rental & Events Coordinator
Morgan Jones, Manager Roads Operation
Craig Breen, Supervisor Roads East
Alida Tari, Council/Committee Coordinator

Regrets

Peter Still, Markham-Unionville Rotary Club

The meeting convened at 4:00 PM with Jim Sandiford in the Chair.

1. MINUTES

The November 10, 2014 minutes of the Santa Claus Parade Committee were approved as presented.

2. RECAP OF THE 2014 SANTA CLAUS PARADE

The Committee was advised that the merchants on Main Street Markham told the Markham BIA that they were very pleased with the parade.

The Committee discussed some issues and made the following suggestions for consideration for the 2015 Santa Claus Parade:

- Operations to review the Traffic Management Plan and ensure residents on Peter Street can get to their homes (consider providing a pass to Peter Street residents in advance of the parade)
- Look at parking for constituents coming from the east and west part of the City
- Islands on Main Street - barricade them to keep people off them
- Improve sponsorship

- Refurbish the City of Markham float

3. ADVERTISING COSTS

Jim Sandiford has requested if some of the advertising costs can be shared with the City of Markham. Staff will look into the request.

4. DATE OF THE 2015 PARADE

The date of the parade will be Saturday November 28, 2015.

5. NEXT MEETING

The next meeting will be on Wednesday September 9, 2014 at 4:00 pm.

ADJOURNMENT

The meeting adjourned at 4:35 p.m.