



2014 MARKHAM CANADA DAY COMMITTEE

MINUTES June 23, 2014 Meeting No. 6

Attendance

Members

Perry Chan
Rocky Chen
Antonette DiNovo
Nicole DiNovo
Sabrina Luong
Mandy Ou
Cynthia Taylor-Huff

Regrets

Clarence Li
Lauren Matunin
Lindsay Allward, Operations
Steve Matunin, Supervisor, Operations
Dennis Flaherty, Director, Communications &
Community Relations
Jon Stiles, Operations
Angela Vink, Corporate Communications

Council

Councillor Carolina Moretti

Guests

Allan Bell, Director, Corporate Sponsorship &
Special Events, Markham Stouffville Hospital
Foundation
PC Nikolaos Dimitrakopoulos, and
PC Pierre Romano, York Region Police

Staff

Craig Breen, Operations
Jason Britton, Working Supervisor, Operations
Trinela Cane,
Commissioner of Corporate Services
Andrea Conlon, Corporate Communications
Enzo Greco, Markham Museum, Rental and
Events Coordinator
Rob Hincks, Operations
Morgan Jones, Operations
Daniela Magarelli, EA to Councillor Moretti
Michelle Rouble, Markham Museum Events
Mike Tyler, Operations
Matt Vetere, Financial Analyst
Bev Shugg Barbeito, Committee Coordinator

The sixth meeting of the 2014 Markham Canada Day Committee convened at 5:40 p.m. with Councillor Carolina Moretti as the Chair.

1. WELCOME

Councillor Carolina Moretti welcomed Allan Bell, Director, Corporate Sponsorship & Special Events, Markham Stouffville Hospital Foundation.

2. ADOPTION OF THE MINUTES OF THE JUNE 9, 2014 MEETING OF THE MARKHAM CANADA DAY COMMITTEE

It was

Moved by Rocky Chen
Seconded by Cynthia Taylor-Huff

That the minutes of the Markham Canada Day Committee meeting held on June 9, 2014, be adopted as amended with the following change in *italics*:

Fireworks/Permits

All Fireworks Permits have been obtained. There was discussion surrounding the prohibition of personal fireworks. York Regional Police *Constables* indicated that signage should be in place in several areas so they are able to enforce no alcohol, no use of personal fireworks and no motorized vehicles in the Park.

CARRIED

3. PLANNING FOR CANADA DAY 2014

a) Advertising/Posters/Invitations

It was reported that all arrangements have been completed. It was also reported that another ad will be placed in the Markham Economist and Sun to indicate that Markville Mall will be open on Canada Day but the City will still provide bus service from the southeast Markville Mall parking lot to Milne Park.

It was reported that York Region Transit has suggested there is a need for two extra buses: one beginning at 5 pm and a second beginning at 7 pm. Councillor Moretti agreed to add the two buses since they would increase the flow of residents to and from Milne Park.

It was suggested that in 2015 the Committee consider having two other pick-up points: at the Unionville and the Mount Joy (at Bur Oak Avenue) GO stations.

b) Mayor's Senior's Luncheon

Cynthia Taylor-Huff reported that approximately 700-800 seniors have confirmed a reservation for the luncheon. There will be three tables for Seniors Hall of Famers Award Winners; an extra table will also be available near the front of the room. Volunteers will ensure that only Seniors Hall of Famers Award Winners sit at these tables. An updated list of award winners will be ready by June 27.

Trinela Cane will coordinate the plans for the Mayor's Seniors Luncheon; Lauren Matunin will serve as a volunteer.

The format of the Seniors Hall of Fame video will be confirmed for Perry Chan and Cynthia Taylor-Huff. Trinela Cane will pick up and bring two projectors to Le Parc; Daniela Magarelli will assist. Perry Chan advised that his team will be able to set up the projectors in the morning immediately prior to the lunch; Cynthia Taylor Huff will verify what time Perry Chan is able to access Le Parc on July 1st. A representative at Le Parc will ensure that screens have been lowered.

Volunteers will begin the luncheon set-up at 9:30 am on July 1st. Cynthia Taylor-Huff will email a reminder to Markham staff who have volunteered as servers. Daniela Magarelli will provide a list of volunteers so Councillor Moretti can send a thank you note and/or a participation certificate. Trinela Cane advised that she will ask Corporate Communications to prepare a template for the certificate.

Andrea Conlon reported that Corporate Communications will provide signs recognizing sponsors of Canada Day events; she will give the signs and tent cards to Daniela Magarelli, who in turn, will deliver them to Le Parc and Milne Park.

Steve Matunin will deliver to Le Parc flags, bottled water and plants for centrepieces for the luncheon tables and for gifts for John and Silvio, and will deliver golf carts to Milne Park.

Merlyn (Merlyn's Unique Caterers) will have the food delivered to Le Parc by 11:00 am; Daniela Magarelli will ensure that Merlyn and Trinela Cane have each other's cell phone number so they are able to be contact if need be.

Rocky Chen will prepare the bus lists and distribute them to Lindsay Allward, Jason Britton, Andrea Conlon, and Daniela Magarelli.

Cynthia Taylor-Huff will prepare the Senior's Luncheon programme before the end of the week. The Town Crier will arrive by 11:30 am to be in place to open the lunch at 12 noon.

c) Parking Passes

Committee members were advised to obtain parking passes for Milne Park from Rob Hincks.

d) Markville Parking Lot

It was reported that Markville Mall will be open on Canada Day but the City will still provide bus service from the southeast Markville Mall parking lot to Milne Park. Andrea Conlon reported there will be a need for a barricade the night before Canada Day and increased signage in the Markville Mall parking lot. The Committee may consider alternate arrangements if Markville Mall is open on Canada Day in future years.

e) Parade

Councillor Moretti advised that the decision had been made to reuse the existing City banner. Antonette DiNovo advised that the School of Rock is scheduled to start the parade at 3:05 pm. A vintage car and police motorcycle will be inserted near the beginning of the parade lineup.

f) Transit Arrangements

Volunteers, supervising the buses to the Mayor's Seniors Luncheon, will be given a t-shirt that is the same as the colour assigned for that bus route delivering seniors to the Mayor's Seniors Luncheon; yellow and orange have been confirmed; two other colours will be confirmed later this week. The same transit plans for Milne Park, as were in place last year, have been confirmed.

g) Children's Activities

Rocky Chen reported that all children's entertainers have submitted their invoices and parking passes will be distributed to them later this week. He requested a generator to provide power for the entertainers; Rob Hincks will ensure this is provided. Rocky Chen will email a layout showing the placement of the entertainers to Rob Hincks.

h) Volunteers

It was advised that volunteers will meet at the southeast corner of Markville Mall to board the shuttle buses from Markville Mall to Milne Park; a sign will indicate the volunteers' waiting area. Volunteers on the buses returning from the Mayor's Seniors Luncheon can return their colour t-shirt to Jason Britton, who will be stationed at the volunteers' waiting area. Volunteers along the parade route will wear reflective vests.

i) Sponsorship

Councillor Moretti reported that she brought in \$59,000 in sponsorships has been collected.

j) Budget

Matt Vetere reported that, taking into account the increase in sponsorships, the increased amount of Heritage Grant received, and the cost of two additional buses approved earlier in the meeting, the accumulated deficit from previous years will be eliminated and there will be a surplus of approximately \$18,000.

k) Signage

Craig Breen advised that the signs are ready. Paper signs, matching the colours of t-shirts for the volunteers, will be used in buses taking seniors to the Mayor's Seniors Luncheon.

l) Radio Station 105.9

Markham's new radio station will provide a live feed from Milne Park. Arrangements have been coordinated through Rob Hincks.

3. PARKING LOT

a) Preview to Canada Day (Media Launch)

Councillor Moretti reported that this event was a great success.

b) Heritage Grant

Councillor Moretti thanked Dennis Flaherty, Director Communications & Community Relations, and the Corporate Communications team for their efforts in securing an increase to the Heritage Grant which Markham received this year.

c) Food Vendors

Mandy Ou reported that all food vendor plans are in place.

d) Stage & Sound

Perry Chan reported that all plans are in place for both the Mayor's Seniors Luncheon at Le Parc and the evening entertainment at Milne Park.

e) Entertainment

Enzo Greco reported that all arrangements have been made for both the Mayor's Seniors Luncheon at Le Parc and the evening entertainment at Milne Park.

f) Fireworks/Permit

Councillor Moretti reported that all plans have been finalized and that Steve Matunin will coordinate the fireworks with Perry Chan.

g) Security

Andrea Conlon reported that Olivia Bella had made the necessary security arrangements. She will give the York Region Constables the cell phone numbers of the security guards who will be staying overnight at Milne Park on June 30. Councillor Moretti thanked PC Nikolaos Dimitrakopoulos and PC Pierre Romano, York Region Police, for their participation in the Canada Day event planning.

h) Miscellaneous

- Perry Chan will bring tents, equipped with lighting, to Milne Park.
- Stage logistics at Milne Park will be finalized this week by Councillor Moretti, Andrea Conlon and Allan Bell.
- Flag raising ceremony and singing of "Oh Canada" – The Governor General's Horse Guards Band will perform "Oh Canada"; Councillor Moretti will consider who should raise the flag at Milne Park. Doo Doo the Clown will encourage people to move from the stage to the flagpole area to witness the flag raising ceremony.

4. DATES OF FUTURE MEETINGS

The next meeting of the Markham Canada Day Committee will be scheduled at the call of the Chair.

5. ADJOURNMENT

It was

Moved by Sabrina Luong
Seconded by Mandy Ou

That the sixth meeting of the 2014 Markham Canada Day Committee adjourn at 6:40 pm.

CARRIED