



**MINUTES**

**MARKHAM SANTA CLAUS PARADE COMMITTEE**  
**ROTARY CLUB OF MARKHAM SUNRISE INC.**  
**Ontario Room, Markham Civic Centre**  
**September 3, 2014**

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**Attendance**

Jim Sandiford, Rotary Club of Markham Sunrise Inc. - Chair  
Peter Still, Markham-Unionville Rotary Club  
Niko Dimitrakopoulos, York Region Police  
Councillor Colin Campbell  
Andrea Tang, Manager, Financial Planning  
Enzo Greco, Rental and Events Coordinator  
Dennis Flaherty, Director of Communications and Community Relations  
Craig Breen, Supervisor Roads East  
Kane Elliot  
Art Moad  
Alida Tari, Council/Committee Coordinator

The meeting convened at 4:05 PM with Jim Sandiford in the Chair.

**1. WELCOME**

Jim Sandiford welcomed everyone and thanked everyone involved with the 2013 Santa Claus Parade. He introduced two new volunteers: Kane Elliot and Art Moad.

**2. DATE OF PARADE AND THEME**

Jim Sandiford advised that the date of the Markham Santa Claus Parade will be Saturday November 29, 2014 beginning at 11:00 am.

There was discussion regarding what the 2014 theme should be. It was suggested to try and tie in the theme with the 2015 PanAm games.

The Committee agreed that the 2014 theme will be: "VIVA Christmas Markham - Fun for Everyone"

### **3. GRAND MARSHALL**

There was discussion regarding who the Grand Marshall should be. It was suggested that Laurie Rose be requested to contact Michelle Li and ask her if she would be interested in being the Grand Marshall.

### **4. SANTA CLAUS FLOAT**

The following was discussed relative to the Santa Claus Float:

- Volunteers will be required to assist with putting the float together at the Crupi yard
- Volunteers will be required at the end of the parade to disassemble the float
- Consider having a Pan Am themed float

### **5. SPONSORSHIP**

Dennis advised that he will put together a sponsorship package. He will also contact Honda to request the use of two Big Red vehicles and a van to be used for shuttling the Members of Council.

### **6. PAID AND AUXILIARY OFFICERS**

There was discussion regarding the number of paid and auxiliary officers required. It was suggested that the same number from the 2013 Christmas Parade be used.

### **7. OTHER BUSINESS**

#### Museum

It was confirmed that there will be drinks and hot dogs at the museum for the volunteers.

#### Sound System

Councillor Colin Campbell advised that he will contact Long & McQuade to obtain the sound system for Santa

#### Advertising Costs for the BIA

Councillor Campbell advised that he will speak to Christine Matthews regarding the BIA paying for their portion of advertisement.

### **ADJOURNMENT**

The meeting adjourned at 4:45 p.m.