



**MINUTES**  
**MARKHAM SANTA CLAUS PARADE COMMITTEE**  
**ROTARY CLUB OF MARKHAM SUNRISE INC.**  
**Ontario Room, Markham Civic Centre**  
**October 7, 2014**

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**Attendance**

Jim Sandiford, Rotary Club of Markham Sunrise Inc. - Chair  
Peter Still, Markham-Unionville Rotary Club  
Elaine Morash, York Region Police  
Councillor Colin Campbell  
Yvonne Buckley Lord, Corporate Communications  
Dennis Flaherty, Director of Communications and Community Relations  
Craig Breen, Supervisor Roads East  
Morgan Jones, Manager Roads Operations  
Christine Matthews, Markham BIA  
Alida Tari, Council/Committee Coordinator

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

**1. MINUTES**

The September 3, 2014 minutes of the Santa Claus Parade Committee were approved as presented.

**2. GRAND MARSHALL**

Dennis Flaherty, Director of Communications and Community Relations advised that Michelle Li has not confirmed to date. The Committee suggested that the Pan Am mascot be the Grand Marshall.

**3. SANTA CLAUS FLOAT**

The following was discussed relative to the assembling of the Santa Claus Float:

- The decorating will be done at the Crupi yard on November 28 (time to be confirmed)
- Volunteers required
- Operations staff to pick up the sleigh and reindeer and deliver to the Crupi yard
- Yvonne to confirm with Andrea whether any new decorations required

#### **4. SPONSORSHIPS**

Peter Still advised that he may have a few potential sponsors and will need a copy of the sponsorship package. Dennis will e-mail the sponsorship package to Alida and she will forward it to Jim Sandiford and Peter Still.

There was discussion regarding the levels of sponsorships.

Dennis will contact Honda to confirm the use of two Big Red vehicles and a van.

#### **5. WEB SITE**

Jim Sandiford will update the Santa Claus Parade web site.

#### **6. VOLUNTEERS**

There was discussion regarding the number of volunteers required for the parade. It was suggested that approximately 50 in total.

Elaine Morash advised that she has 20 confirmed auxiliary officers.

#### **7. ROAD CLOSURES**

Jim advised that the road closures will be the same as last years.

Morgan Jones, Manager Roads Operations and Craig Breen, Supervisor Roads East will meet with Elaine Morash to review and confirm the roads that will be closed and where paid officers will be required and where the auxiliary officers can be located.

#### **8. OTHER BUSINESS**

##### Stage Set-up

Christine Matthews will contact Perry for use of the stage again this year.

##### Street Banners

Christine Matthews advised that the street banner poles on Main Street Markham may not be up in time for the Santa Parade which as a result there will not be any street banners. This may affect the sponsorship package items. It was noted that Dan Foong in Engineering is working on this.

Timing Marshall

Elaine Morash advised that she will use one of the auxiliary officers to ride the YRP golf cart at the beginning of the parade to ensure the parade continues to flow smoothly.

Advertising and Postage Costs for the BIA

It was confirmed with Christine Matthews that the advertising (Public Notices) and postage costs will be paid half by the City of Markham and half by the Markham BIA.

**ADJOURNMENT**

The meeting adjourned at 4:55 p.m.