



2014 MARKHAM CANADA DAY COMMITTEE

MINUTES May 12, 2014 Meeting No. 4

Attendance

Members

Perry Chan
Rocky Chen
Clarence Li
Mandy Ou

Council

Councillor Carolina Moretti

Staff

Lindsay Allward, Operations
Craig Breen, Operations
Jason Britton, Working Supervisor, Operations
Enzo Greco, Markham Museum, Rental and
Events Coordinator
Dennis Flaherty, Director, Communications &
Community Relations
Morgan Jones, Operations
Daniela Magarelli, EA to Councillor Moretti
Steve Matunin, Supervisor, Operations
Matt Vetere, Financial Analyst
Angela Vink, Corporate Communications
Bev Shugg Barbeito, Committee Coordinator

Regrets

Antonette DiNovo
Nicole DiNovo
Lauren Matunin
Trinela Cane,
Commissioner of Corporate Services
Andrea Conlon, Corporate Communications
Rob Hincks, Operations
Michelle Rouble, Markham Museum Events
Jon Stiles, Operations

The fourth meeting of the 2014 Markham Canada Day Committee convened at 5:45 p.m. with Councillor Carolina Moretti as the Chair.

1. WELCOME

Councillor Carolina Moretti welcomed Daniela Magarelli, as her Executive Assistant replacing Jill Shaw. Jill has accepted a new opportunity in the Archives and Records Management field, but will be missed for all her efforts with the City of Markham.

2. ADOPTION OF THE MINUTES OF THE APRIL 14, 2014 MEETING

It was

Moved by Lindsay Allward
Seconded by Mandy Ou

That the minutes of the Markham Canada Day Committee meeting held on April 14, 2014, be adopted as distributed.

CARRIED

3. P LANNING FOR CANADA DAY 2014

a) Advertising/Posters/Invitations

It was reported that a photo of the headliner entertainment act is needed to finalize ads. Dennis Flaherty advised that Corporate Communications does have a number of templates on file. Councillor Moretti and Corporate Communications will follow up with the headliner's team to enquire whether one of the templates might be used. He will also send high resolution pictures to Enzo Greco with copies to Councillor Moretti.

b) Mayor's Senior's Luncheon

Councillor Moretti reported that Cynthia Taylor-Huff has agreed to assist Lauren Matunin with plans for the Mayor's Seniors Luncheon. They are working to finalize the menu with Merlyn (Merlyn's Unique Caterers). Le Parc has been reserved as the venue; no event is scheduled there the day before Canada Day so volunteers will be able to begin set up then.

It was reported that two tables will be required for the Markham Seniors Hall of Fame award winners. Councillor Moretti advised that arrangements are being made to have a designated person to escort Seniors Hall of Fame winners to their tables. Enquiries will be made regarding the format of the Hall of Fame video.

It was noted that both sets of doors will be used for seniors to enter at Le Parc; therefore six volunteers should be added to the list to assist. Different coloured ribbons, t-shirts or pins, will be colour-coordinated with signs for the different bus routes delivering seniors to the Mayor's Seniors Luncheon.

Instead of delivering the City of Markham podium to Le Parc, a sign will be created to be attached to Le Parc's podium.

Perry Chan advised that his team will be able to set up the projectors in the morning immediately prior to the lunch.

c) Parade

The report was deferred to the next meeting.

d) Transit Arrangements

Lindsay Allward reported that they are just waiting for the numbers of seniors, and the colours available for the bus routes, before finalizing the transit plans.

e) Food Vendors

Mandy Ou reported that thirteen food vendors have confirmed their participation and only one food vendor spot remains available. The food vendor plans are under control. Councillor Moretti will review the forms that are required for York Region.

f) Children's Activities

Rocky Chen reported that all of last year's participants have confirmed their participation for 2014 and he is waiting for them to submit their invoices. It is hoped that another face painter can be confirmed, although this could be a budget pressure. Councillor Moretti advised that the face painters are popular and the budget may be able to accommodate a second face painter.

Rocky Chen requested an "End of Line" sign that could be used to indicate how many more children can be accommodated for a certain activity, and metal fences to place around the vendors.

g) Entertainment

Enzo Greco distributed the completed entertainment line up list; the roster is now full. The contracts have been sent to the performers.

Enzo Greco also reported that Long & McQuade Limited will donate the use of equipment at no charge.

Clarence Li will add up to four volunteers to help people access the stage between the hours of 3:00 – 8:00 pm.

h) Volunteers

It was advised that volunteers should take the shuttle buses from Markville Mall to Milne Park. Clarence Li will update the list of needs for volunteers and will forward it to Councillor Moretti.

i) Sponsorship

Councillor Moretti reported that \$49,000 in sponsorships has been confirmed already, including sponsorship from Bell Canada. Councillor Moretti advised that she also has a verbal commitment for an additional sponsorship in the amount of \$10,000.

j) Signage

Craig Breen distributed examples of the existing signs available for the Canada Day events. It was recommended that the Superintendent of District 5 be approached to provide a police car for the lost children's area so that children can be advised to go to "the police car" if they're lost. Councillor Moretti will provide the names of sponsors so that signs can be made to acknowledge the sponsors. A sign with the entertainment roster will also be made.

k) Budget

Matt Vetere reported that there was a surplus in 2013 which helped reduce the overall deficit from previous years. Since the sponsorships have increased, and if expenses remain consistent with those of last year, it may be possible to eliminate the remaining accumulated deficit. The amount of any Heritage Grant has not yet been considered and would also assist in decreasing the accumulated deficit.

l) Miscellaneous

- It was reported that it is not known whether Markville Mall will be closed on Canada Day. Angela Vink will confirm with Markville Mall and advise Councillor Moretti.
- The same number of portable toilets, that were ordered last year, has been ordered again this year.
- The decision to develop a list of names approved to park at Milne Park, rather than distributing parking passes, was questioned because it could lead to delays and a backlog of vehicles trying to enter the park. It was agreed to distribute parking passes to vendors and entertainers, as has been done in the past. Committee members were asked to advise Councillor Moretti how many passes would be needed.
- Dennis Flaherty advised that the headliner act may also be available for the Preview to Canada Day event.
- Perry Chan reminded the Committee that \$1,000 will be payable to ESA for the site inspection of all generators and electrical set ups due to regulatory requirements. This item is already included in the budget.
- 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. Councillor Moretti's office will check to see what supplies of t-shirts are on hand for other volunteers.

3. OTHER BUSINESS

None was identified.

4. DATES OF FUTURE MEETINGS

The next meeting of the Markham Canada Day Committee is scheduled for Monday, June 9, 2014, at 5:30 PM in the Ontario Room at the Markham Civic Centre.

The last meeting will be held at 5:30 pm on Monday June 23, 2014 in the Ontario Room.

A meeting may be cancelled if there is no urgent business to discuss. If unable to attend a meeting, Committee members were asked to email regrets to Daniele Magarelli (dmagarelli@markham.ca) and provide her with an update of progress and/or challenges.

5. ADJOURNMENT

It was

Moved by Morgan Jones
Seconded by Matt Vetere

That the fourth meeting of the 2014 Markham Canada Day Committee adjourn at 6:35 pm.

CARRIED