



2014 MARKHAM CANADA DAY COMMITTEE

MINUTES

June 9, 2014

Meeting No. 5

Attendance

Members

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

Regrets

Bev Shugg Barbeito, Committee Secretary
Dennis Flaherty, Corporate Communications
Enzo Greco, Markham Museum
Rob Hincks, Operations
Lauren Matunin
Elaine Morash, York Regional Police Sergeant
Jon Stiles, Operations
Matthew Vetere, Financial Analyst

Council

Councillor Carolina Moretti, Chair

York Regional Police

Niko Dimitrakopolous
Pierre Romano

Staff

Lindsay Allward, Operations
Craig Breen, Operations
Jason Britton, Operations
Trinela Cane, Commissioner, Corporate Services
Andrea Conlon, Corporate Communications
Morgan Jones, Operations
Daniela Magarelli, EA to Councillor Moretti
Steve Matunin, Operations
Michelle Rouble, Markham Museum Events
Kiran Saini, Clerk's Department
Angela Vink, Corporate Communications

1. WELCOME AND CALL TO ORDER

The fifth meeting of the 2014 Markham Canada Day Committee convened at 5:32 PM with Councillor Carolina Moretti presiding as Chair.

2. ADOPTION OF THE MINUTES OF THE MAY 12, 2014 MEETING

Moved by Steve Matunin
Seconded by Jason Britton

That the minutes of the Markham Canada Day Committee meeting held on May 12, 2014, be adopted as distributed.

Carried

3. PLANNING FOR CANADA DAY 2014

a) Advertising/Posters/Invitations

Daniela Magarelli and Angela Vink provided the Committee with an update on the advertising for the Canada Day celebration. VIP posters will be distributed this week, evites and posters are all running as per schedule. It was noted that next year Milne Park should be referred to as "Milne Dam Conservation Park" and any new advertising that will be distributed will have the appropriate name.

b) Mayor's Senior Luncheon

Cynthia Taylor-Huff provided an update on the Mayor's Senior Luncheon indicating that venue arrangements have been confirmed with John from LeParc. This year's menu will offer gluten-free and vegetarian options and will be similar to past catering.

The Senior's Hall of Fame letters have been mailed out to all attendees.

There was discussion surrounding the staff volunteers required to help serve lunch to the seniors. Trinela Cane offered to send an email to City staff to ask for volunteers. Trinela Cane will work with the IT department to coordinate the use/delivery of projectors in LeParc. There was discussion surrounding the project screens and if they were remote controlled, Cynthia Taylor-Huff indicated she would inquire about this request.

Flags will be borrowed from the Canada Room on July 1. Cynthia Taylor-Huff brought in a large bag of Ontario pins that was donated to distribute to the seniors.

There was discussion surrounding aprons for volunteers who will be serving lunch to the seniors. Cynthia Taylor-Huff will speak to Merlyn to see if he has extra aprons available to provide to staff volunteers.

Angela Vink provided an update on the Seniors Hall of Fame Video, she reported that it has been filmed and will be ready next week. Perry Chan will play the video that has been previously viewed as attendees are walking in and the new video will be shown once everyone has been seated.

Seating arrangements will be managed by volunteers to ensure everyone is seated at their respective tables. A table will be set up in the lobby for nominations of seniors for next year's Hall of Fame awards. This table will be managed by a Senior Hall of Fame Committee.

c) Parade

Antonette DiNovo reported that Markham Youth Group will not be participating in the parade. The Town Crier and Markham Fire and Emergency Services have indicated that they will be participating in the parade.

Other entertainment portions of the parade were discussed, including logistics surrounding placement of volunteers and placement of parade participants. It was noted that cheque requisitions should be filed with Accounts Payable as soon as possible, as the Committee would like to distribute payments to all necessary groups/individuals on Canada Day.

d) Transit Arrangements

Lindsay Allward provided an update on the transit arrangements. It was suggested that the t-shirts that have been donated for the volunteers to wear should coincide with a coloured wristband for the seniors to wear. The seniors will be provided transportation on buses using this coloured t-shirt and wristband system. This pilot project was developed to avoid any confusion surrounding transportation. The buses will have coloured signage that will coincide with the t-shirts and wristbands as well.

e) Children's Activities

Rocky Chen and Nicole DiNovo provided an update on children's activities indicating that a final list of activities will be available by mid next week. 20 volunteers will be required to assist with the children's activities. Rocky Chen and Craig Breen will work together to develop signage for the activities.

A sign that mimics the face of a clock without the arms may be created on a sign that would allow for dry erase markers to be used. This type of sign would be useful in displaying when an activity will take place.

f) Volunteers

Clarence Li and Sabrina Luong provided an updated on the volunteers. For the volunteers who are assisting with transportation of seniors, coloured t-shirts will be given to them to wear.

There was discussion surrounding the volunteers given priority on the transportation from Markville Mall to Milne Dam Conservation Park. Clarence Li will work with Lindsay Allward will develop a bus schedule for the volunteers. Signage could help facilitate movement of volunteers, for example “volunteer waiting area”.

Registration for volunteers ends on June 20. The Contact Centre will have the final number of volunteers. Committee members were reminded that if they require volunteers in their respective area to advise Clarence Li and Sabrina Luong.

g) Sponsorship

Sponsorship revenues have not changed since the last meeting.

h) Signage

Craig Breen reported that any Committee members requiring signage should speak to him as soon as possible so that he can coordinate with their requests.

i) Budget

Trinela circulated the budget as of June 9, 2014 and reported that if the Committee stayed within the parameters of the budget the Committee deficit could be cleared.

j) Miscellaneous

- It was reported that Markville Mall will be open on Canada Day, so alternative parking arrangements will have to be considered after meeting with Markville Mall, General Manager
- Parking arrangements have been made at Milne Dam Conservation Park.
- Steven Matunin will have golf carts delivered to the Park.
- The tents will have lights in them, and there will not be a VIP tent this year.
- There will be a children’s lost and found booth at the celebration.
- Photographers have been arranged.
- Committee members should obtain their passes prior to Canada Day.

3. PARKING LOT

a) Preview to Canada Day (Media Launch)

Councillor Carolina Moretti thanked Corporate Communications and the Committee for their excellent work on the launch of the Canada Day celebration that was held in the Great Hall last week. Event attendees were engaged by the celebration's headliner, Amanda Martinez.

b) Heritage Grant

The Heritage grant has not been received.

c) Food Vendors

There was no discussion on this matter.

d) Stage and Sound

Councillor Carolina Moretti will work with Andrea Conlon regarding details for the stage.

e) Entertainment

There was no discussion on this matter.

f) Fireworks/Permits

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

g) Parking

Parking has been arranged at the Milne Dam Conservation Park. It was suggested that all vendor parking passes should be distributed prior to Canada Day.

h) Security

There was no discussion on this matter.

4. OTHER BUSINESS

Councillor Carolina Moretti advised the Committee that Markham's new radio station 105.9 FM would like to broadcast live from the Park. The Committee seemed supportive of the idea provided that they work with Operations staff to see if their broadcasting requirements can be met (electricity, location, etc).

Antonette DiNovo inquired as to whether the radio station would like to participate in the parade.

5. FUTURE MEETINGS

The next meeting of the Markham Canada Day Committee is scheduled for Monday, June 23, 2014, at 5:30 PM in the Ontario Room at the Civic Centre.

6. ADJOURNMENT

Councillor Carolina Moretti thanked the Committee members for their continued hard work on the 2014 Canada Day celebration.

Moved by Mandy Ou
Seconded by Rocky Chen

That the fifth meeting of the 2014 Markham Canada Day Committee adjourn at 6:51 PM.

Carried