



2014 MARKHAM CANADA DAY COMMITTEE

MINUTES April 14, 2014 Meeting No. 3

Attendance

Members

Perry Chan
Antonette DiNovo
Nicole DiNovo
Clarence Li
Mandy Ou

Regrets

Rocky Chen
Lauren Matunin
Dennis Flaherty, Director, Communications &
Community Relations
Rob Hincks, Operations
Jon Stiles, Operations
Angela Vink, Corporate Communications

Council

Councillor Carolina Moretti

Staff

Lindsay Allward, Operations
Jason Britton, Working Supervisor, Operations
Trinela Cane,
Commissioner of Corporate Services
Andrea Conlon, Corporate Communications
Enzo Greco, Markham Museum, Rental and
Events Coordinator
Morgan Jones, Operations
Steve Matunin, Supervisor, Operations
Michelle Rouble, Markham Museum Events
Gillian Shaw, EA to Councillor Moretti
Matt Vetere, Financial Analyst
Bev Shugg Barbeito, Committee Coordinator

Guests

PC Nikolaos Dimitrakopoulos, York Region
Police
PC Pierre Romano, York Region Police

The third meeting of the 2014 Markham Canada Day Committee convened at 5:30 p.m. with Councillor Carolina Moretti as the Chair.

1. ADOPTION OF THE MINUTES OF THE MARCH 17, 2014 MEETING

It was

Moved by Jason Britton
Seconded by Perry Chan

That the minutes of the Markham Canada Day Committee meeting held on March 17, 2014, be adopted as distributed.

CARRIED

2. PLANNING FOR CANADA DAY 2014

a) Advertising/Posters/Invitations

Andrea Conlon reported that Corporate Communications will finalize these items once the headliner entertainment act and participation of Pachi, the Pan Am mascot, have been confirmed. Ads will be placed in "Markham Life" as well as on the Markham website.

She also reported that there is the possibility that a video will be made for the Mayor's Seniors Luncheon; this project will be discussed with Perry Chan.

b) Mayor's Senior's Luncheon

Councillor Moretti reported that Catherine Johnson has advised that she is unable to continue in her role on the Committee due to work conflicts. A letter will be sent from the Clerk's Office to thank Catherine for her efforts in support of Canada Day. Councillor Moretti advised that she will consult the list of potential members and select someone to assist Lauren Matunin. Le Parc has been reserved as the venue for the Mayor's Senior's Luncheon; the Markham Hall of Fame will set up a table to promote their awards.

Councillor Moretti advised that arrangements are being made to have a designated person to escort Seniors Hall of Fame winners to their table.

Andrea Conlon reported that EMS services have been reserved for the luncheon.

Enzo Greco reported that Shaina McPherson has been confirmed as the entertainment for the luncheon.

c) Parade

Antonette DiNovo reported that ten participants from the 2013 Canada Day parade have confirmed their participation for this year's parade; she will continue to follow up with others. Antonette DiNovo reported that she is waiting to hear whether Olympians and the Pan Am float will take part.

Antonette DiNovo reported that she has been in contact with Markham Classic Cars to enquire whether classic cars could be made available for politicians participating in the parade. It was agreed that vehicles will not be offered to any politician until it is known how many vehicles will be available.

d) Transit Arrangements

Lindsay Allward reported that the required paperwork for the transit arrangements has been submitted. Councillor Moretti advised that former Committee member Joanne Olson is not able to attend the Canada Day events this year; however, she is available to provide advice by email.

e) Food Vendors

Mandy Ou reported that ten food vendors have confirmed their participation and paid the fee. Mandy Ou will follow up with other possible food vendors. The layout at Milne Park will be the same as last year. Perry Chan reported that an ice cream vendor, who has a year-round permit, wants to be able to participate on Canada Day; the vendor will be encouraged to get involved with another of Markham's festivals.

f) Children's Activities

Nicole DiNovo reported that all of last year's participants have confirmed their participation for 2014 and she is now asking them to submit their invoices. Trinela Cane provided information about a children's air brush tattoo artist; it will be specified in the contract that only a red maple leaf is to be tattooed and only on hands or arms. It is hoped that another face painter can be confirmed.

g) Entertainment

Councillor Moretti reported that Amanda Martinez has been confirmed as the headliner act; she will also perform at the Media Launch and for Pan Am events. Councillor Moretti and Enzo Greco will meet with Ms. Martinez' manager to finalize contract details. Enzo Greco reported that, now that the headliner entertainment act has been confirmed, he will contact other acts and begin drafting the entertainment line up. He advised that Shaina McPherson has been confirmed to entertain at the Media Launch.

h) Volunteers

Clarence Li advised that he received the volunteer package from Gillian Shaw and that 46 volunteers have been requested for Canada Day this year. The package he was sent included a clear outline of the duties that would be needed for each activity and Clarence Li advised that he would be providing the volunteers for each role with an overview of their roles.

It was agreed that Gillian Shaw would circulate a copy of the volunteer package to the Committee in case any additional volunteer requirements were needed for this year's event. Perry Chan suggested that consideration be given to using volunteers as floaters in the food vendors area and Councillor Moretti suggested that additional volunteers be requested in order to staff the information/lost children booth.

i) Sponsorship

Councillor Moretti reported that \$24,000 in sponsorships has been confirmed already as the result of information packages mailed to potential sponsors and potential sponsors calling her. It is hoped that another major sponsor will be confirmed shortly. Gillian Shaw advised that she has been sending logos as they are received to Angela Vink in order to create promotional materials and the sponsor board for the event.

j) Signage

Morgan Jones advised that Craig Breen has replaced Jon Vipond's role on the Committee and will be making any signs that are needed. Councillor Moretti requested that he conduct an inventory of signs from previous years so that he can report the results to the Committee at the May meeting. Committee members were reminded to send Gillian Shaw any request for new signs that are needed and to give as much notice as possible.

k) Budget

Matt Vetere reported that there was a surplus in 2013 which helped reduce the overall deficit from previous years. If expenses remain consistent with those of last year, it may be possible to eliminate the remaining accumulated deficit.

l) Miscellaneous

- Gillian Shaw will verify that portable toilets have been ordered and, confirm the number of chairs required on stage, the cost of golf carts, and the supply of flags to be distributed.
- The decision has been made to not have a VIP tent this year. Other tents will be ordered once the needs of the headliner act are known.
- Andrea Conlon asked the York Region Police about the status of paid duty officers and bike patrol that have been requested; the officers will follow up and report back to the Committee.
- Councillor Moretti advised that the Cycling and Pedestrian Committee provides a valet service for attendees arriving by bicycle; this has been very successful at other Markham festivals. She will ask for details, including the size of the tent needed, and will report back to the Committee.
- Although this is an election year, no political literature, handouts or buttons will be permitted to be distributed during the parade or at Milne Park

3. OTHER BUSINESS

None was identified.

4. DATES OF FUTURE MEETINGS

The next meeting of the Markham Canada Day Committee is scheduled for Monday, May 12, 2014, at 5:30 PM in the Canada Room at the Markham Civic Centre.

Future meetings will be held at 5:30 pm as follows:

Monday June 9, 2014 in the Ontario Room

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 Gillian Shaw (gshaw@markham.ca) and provide her with an update of progress and/or challenges.

5. ADJOURNMENT

It was

Moved by	Enzo Greco
Seconded by	Clarence Li

That the third meeting of the 2014 Markham Canada Day Committee adjourn at 6:33 pm.

CARRIED