



2014 MARKHAM CANADA DAY COMMITTEE

MINUTES January 27, 2014 Meeting No. 1

Attendance

Members

Perry Chan
Antonette DiNovo
Nicole DiNovo

Council

Councillor Carolina Moretti

Staff

Jason Britton, Working Supervisor, Operations
Trinela Cane,
Commissioner of Corporate Services
Andrea Conlon, Corporate Communications
Dennis Flaherty, Director, Communications &
Community Relations
Enzo Greco, Markham Museum, Rental and
Events Coordinator
Michelle Rouble, Markham Museum Events
Gillian Shaw, EA to Councillor Moretti
Bev Shugg Barbeito, Committee Coordinator

Regrets

Rocky Chen
Catherine Johnson
Lauren Matunin
Mandy Ou
Lindsay Allward, Operations
Rob Hincks, Operations
Morgan Jones, Operations
Steve Matunin, Supervisor, Operations
Matt Vetere, Financial Analyst

The first meeting of the 2014 Markham Canada Day Committee convened at 5:39 p.m. with Councillor Carolina Moretti as the Chair.

1. WELCOME

Councillor Moretti welcomed everyone back to the Committee and introduced Jason Britton, Working Supervisor, Operations Department, who is joining the Committee this year. The Councillor advised that the 2013 Canada Day Celebrations were the “best yet” and that she wanted to ensure that 2014 was “bigger and better”.

2. ADOPTION OF THE MINUTES OF THE SEPTEMBER 16, 2013 MEETING

It was

Moved by Antonette DiNovo
Seconded by Enzo Greco

That the minutes of the Markham Canada Day Committee meeting held on September 16, 2013, be adopted as distributed.

CARRIED

3. PLANNING FOR CANADA DAY 2014

a) Committee Assignments

Councillor Moretti discussed the current committee assignments and roles that needed to be filled.

Assignment	Committee Members
Preview to Canada Day/Media Launch	Dennis Flaherty and Andrea Conlon
Mayor's Seniors Luncheon	To be determined
Posters/Ads/Invitations/Thank You Letters	Gillian Shaw and Andrea Conlon
Canada Day Parade	Antonette DiNovo and another Committee member
Children's Activities	Rocky Chen and Nicole DiNovo
Food Vendors	Perry Chan and another Committee member
Stage and Sound	Perry Chan and Mandy Ou
Entertainment	Enzo Greco and Michelle Rouble
Fireworks	Steve Matunin, Rob Hincks and Operations staff
Volunteers	Perry Chan and SEAS Centre member
Security	Andrea Conlon and Olivia Bella
Parking	Steve Matunin and Gillian Shaw
Buses, Transit	Jason Britton and Lindsay Allward
Signs	Operations staff
Heritage Grant	Dennis Flaherty and Andrea Conlon
Budget	Matt Vetere
Sponsorships	Councillor Moretti and Trinela Cane

It was agreed that Perry Chan would ask the SEAS Centre to appoint one of its members join the committee and take over the responsibility of finding volunteers. Additionally Perry Chan will work to find a new committee member who will help with the Food Vendor activity. Antonette DiNovo advised that she knows someone who could assist her with coordinating the Canada Day Parade; she will encourage them to submit an application.

Addendum:

Following the January 27, 2014 meeting of the 2014 Markham Canada Day Committee, the committee assignments were confirmed as follows:

Assignment	Committee Members
Preview to Canada Day/Media Launch and Milne Event Arrangements	Dennis Flaherty and Andrea Conlon
Mayor's Seniors Luncheon	Lauren Matunin and Catherine Johnson
Posters/Ads/Invitations/Thank You Letters	Gillian Shaw, Andrea Conlon and Angela Vink
Canada Day Parade	Antonette DiNovo and Viki Metaxas
Jeanne Bowman Children's Tent	Rocky Chen and Nicole DiNovo
Food Vendors	Perry Chan and another Committee member
Stage and Sound, A/V	Perry Chan and Mandy Ou
Entertainment	Enzo Greco and Michelle Rouble
Fireworks	Steve Matunin, Rob Hincks and Operations staff
Volunteers	Gillian Shaw and Clarence Li
Security, Road Closures, Insurance, Tables/Chairs	Olivia Bella and Andrea Conlon
Milne Operations, Parking, Signage	Steve Matunin, Jon Styles, Rob Hincks, Morgan Jones and Operations staff
Buses and Transit	Jason Britton and Lindsay Allward
Heritage Grant	Dennis Flaherty and Andrea Conlon
Budget	Matt Vetere
Sponsorships and VIPs	Councillor Moretti and Trinela Cane

b) Preview to Canada Day (Media Launch)

Dennis Flaherty reported that the Preview to Canada Day (Media Launch) event will be held on Thursday, June 5, 2014 from 10:00 – 11:00 am in the Great Hall of the Markham Civic Centre. Committee members were asked to reserve this time so they might attend.

c) Heritage Grant

Dennis Flaherty will make arrangements to have the application for the 2014 Heritage Grant completed and submitted.

d) Advertising/Posters/Invitations

Dennis Flaherty reported that, without taking away from the primary focus on Canada Day, the creative approach for these items will be revised to include references to the Pan Am games. Angela Vink, Corporate Communications, will coordinate plans for these items.

e) Stage & Sound

Perry Chan reported that the stage arrangements will be the same as those for Canada Day 2013. The stage will be set up overnight and be ready for sound checks by noon on July 1.

f) Children's Activities

Rocky Chen and Nicole DiNovo will begin confirming participation of last year's Children's Activity entertainers.

g) Entertainment

Enzo Greco and Michelle Rouble will begin confirming entertainment acts, including Doo Doo the Clown. It was suggested that a Bollywood style headliner would help reflect Markham's diversity.

h) Parking

Committee members were reminded that parking at Milne Park is limited. Gillian Shaw and Steve Matunin will finalize all details since Rob Hincks is away at this time. Rather than distributing parking passes, consideration will be given to having a list of entertainers approved to park at Milne Park.

4. OTHER BUSINESS

a) Pan Am Games

It was reported that Canada Day 2014 will occur within a few days of the beginning of the countdown to the 2015 Pan Am Games. Dennis Flaherty will explore opportunities to invite the Pan Am ambassador and include a Pan Am presence at the Preview to Canada Day (Media Launch) and other Canada Day events. It was suggested that the Pan Am Games mascot be included in the Canada Day parade; Gillian Shaw will send contact information for the Pan Am group to Antonette DiNovo.

It was suggested that a contest be held to design t-shirts to promote the Pan Am Games; the winner could be announced at the Preview to Canada Day (Media Launch) event and the t-shirts could be sold at Milne Park. Dennis Flaherty will contact representatives of the Pan Am group to discuss these ideas.

b) VIP Tent

It was suggested that there might not be a need for a VIP tent since it was not used by many last year. Benefits include cost avoidance for the tent and food, and volunteers staffing the tent could be redeployed elsewhere at Milne Park. This option will be considered further. Longo's and Pickle Barrel may be approached to provide food for staff and volunteers.

c) Request to participate in the Canada Day events

A request has been received to permit a carnival at Milne Park as part of the Canada Day events. Committee discussion noted that space at Milne Park is at a premium and a carnival might detract from the on-stage entertainment. It was agreed to suggest the carnival request permission to be part of the Milliken Mills Children's Festival.

d) Guinness World Record

Markham Town Crier John Webster has suggested that Markham attempt to establish a Guinness World Record for the most people singing “O Canada” at the same time in the same place. Councillor Moretti has asked Mr. Webster to provide details about the logistics for this initiative.

5. DATES OF FUTURE MEETINGS

The next meeting of the Markham Canada Day Committee is scheduled for Monday, March 17, 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 April 14, 2014 in the Canada Room

Monday May 12, 2014 in the Canada Room

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.

6. ADJOURNMENT

It was

Moved by Michelle Rouble

Seconded by Nicole DiNovo

That the first meeting of the 2014 Markham Canada Day Committee adjourned at 6:30 PM.

CARRIED