



2014 MARKHAM CANADA DAY COMMITTEE

MINUTES March 17, 2014 Meeting No. 2

Attendance

Members

Perry Chan
Clarence Li
Mandy Ou

Council

Councillor Carolina Moretti

Staff

Lindsay Allward, Operations
Trinela Cane,
Commissioner of Corporate Services
Dennis Flaherty, Director, Communications &
Community Relations
Enzo Greco, Markham Museum, Rental and
Events Coordinator
Gillian Shaw, EA to Councillor Moretti
Bev Shugg Barbeito, Committee Coordinator

Guests

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

Regrets

Rocky Chen
Catherine Johnson
Lauren Matunin
Antonette DiNovo
Nicole DiNovo
Jason Britton, Working Supervisor, Operations
Andrea Conlon, Corporate Communications
Rob Hincks, Operations
Morgan Jones, Operations
Steve Matunin, Supervisor, Operations
Michelle Rouble, Markham Museum Events
Jon Stiles, Operations
Matt Vetere, Financial Analyst
Angela Vink, Corporate Communications

The second meeting of the 2014 Markham Canada Day Committee convened at 5:41 p.m. with Councillor Carolina Moretti as the Chair.

1. WELCOME

Councillor Moretti introduced Clarence Li, President of the SEAS Centre, who is joining the Committee this year, as well as PC Nikolaos Dimitrakopoulos and PC Pierre Romano, of York Region Police. Councillor Moretti welcomed them to the Committee.

2. ADOPTION OF THE MINUTES OF THE JANUARY 27, 2014 MEETING

It was

Moved by Perry Chan
Seconded by Enzo Greco

That the minutes of the Markham Canada Day Committee meeting held on January 27, 2014, be adopted as distributed.

CARRIED

3. PLANNING FOR CANADA DAY 2014

a) Preview to Canada Day (Media Launch)

It was confirmed 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. It was agreed that having local press coverage of the event during the following week, due to local publication schedules, will be considered helpful since it will provide publicity closer to the Canada Day events.

It was also agreed to invite the Pan Am Games mascot, “Pachi the Porcupine”, since it will promote Markham’s involvement with the Pan Am Games; this will be included on posters and other advertising media and might encourage parents to bring their young children to the events.

b) Advertising/Posters/Invitations

Dennis Flaherty reported that Corporate Communications will finalize these items once details about the headliner entertainment act have been confirmed.

c) Mayor’s Senior’s Luncheon

Gillian Shaw reported on behalf of Lauren Matunin that Le Parc has been reserved as the venue for the Mayor’s Senior’s Luncheon. Consideration will be given to having a designated person to escort Seniors Hall of Fame winners to their tale.

d) Parade

Gillian Shaw reported on behalf of Antonette DiNovo that she has sent invitations to last year’s guests and members of Council. It is expected that the 2014 Canada Day Parade will include more floats and people dressed in costume. Councillor Moretti advised the York Region Police officers that there have been no concerns in the past and that Antonette DiNovo is very familiar with planning for the parade; she will update them about participants on an ongoing basis.

It was suggested that a float be included to promote Markham’s involvement with the Pan Am Games since Canada Day will occur mere days before the start of the one year countdown to the Pan Am Games. It was agreed that Dennis Flaherty will arrange for

such a float and will update the Committee about the plans. He and Councillor Moretti will discuss the need for any handouts.

e) Transit Arrangements

Lindsay Allward will complete the required paperwork for the transit arrangements so that Councillor Moretti's office might submit them. The Committee discussed the concept of colour coding the various bus routes to make it easier for seniors to find their bus at the end of the Mayor's Seniors' Lunch; volunteers on each bus could wear a t-shirt matching the colour for their route and signs at Le Parc could be colour coded so that seniors could be directed to the appropriate colour sign for the meeting place for their bus route.

f) Food Vendors

Perry Chan reported that six food vendors have already confirmed their participation. Mandy Ou will follow up with Matt Vetere about another possible food vendor. Enzo Greco advised that he has some contacts and will forward that information to Perry Chan and Mandy Ou.

g) Children's Activities

Gillian Shaw reported on behalf of Nicole DiNovo that she has been in touch with last year's participants to confirm their participation for 2014. The face painter and balloon artist still need to be confirmed. Trinela Cane will provide information about a children's tattoo artist.

h) Entertainment

Enzo Greco reported that Doo Doo the Clown has been confirmed for 2014 and that "Roll Another Number" will soon be confirmed. Other acts will be contacted once the headliner entertainment act has been confirmed.

i) Volunteers

Clarence Li advised that he needs information about the numbers of volunteers needed, as well as what the volunteers will be required to do.

j) Sponsorship

Councillor Moretti reported that \$18,000 in sponsorships has been confirmed already as the result of information packages mailed to potential sponsors. It is hoped that a major sponsor will be confirmed shortly. Dennis Flaherty confirmed that the application for the Heritage Grant has been submitted.

k) Signage

Lindsay Allward advised that signs from previous years are available to be used. Councillor Moretti requested that a colourful "Lost and Found" sign be made. It was agreed that it would be best to direct lost children and parents looking for them to the Fire Chief's car. Committee members were reminded to give as much notice as possible for any new signs that are needed.

l) Parking

Rather than distributing parking passes, consideration will be given to having a list of entertainers approved to park at Milne Park.

m) Security

It was reported that Olivia Bella has completed the security arrangements. Gillian Shaw will confirm the arrangements for First Aid staff at both Le Parc and Milne Park.

n) Budget

Trinela Cane reported on behalf of Matt Vetere that there was a small surplus in 2013 which helped reduce the overall deficit from previous years. It is hoped that 2014 sponsorships will help reduce or eliminate the accumulated deficit. An updated budget will be presented at the next meeting.

o) Miscellaneous

- There is always a challenge to ensure that private fireworks are not set off at Milne Park. Signs will be created to warn “No Alcohol Permitted” and “No Personal Fireworks Allowed”. By-law officers will also monitor the events for such activity.
- Angus Glen will be asked to provide an extra golf cart for use by the York Region Police Sergeant during the Canada Day events.

4. OTHER BUSINESS

None was identified.

5. DATES OF FUTURE MEETINGS

The next meeting of the Markham Canada Day Committee is scheduled for Monday, April 14, 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 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 Lindsay Allward

Seconded by Clarence Li

That the second meeting of the 2014 Markham Canada Day Committee adjourned at 6:36 PM.

CARRIED