



## **2013 MARKHAM CANADA DAY COMMITTEE**

### **MINUTES**

**September 16, 2013**

### **Meeting No. 5 - Wrap Up Meeting**

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#### **Attendance**

##### **Members**

Perry Chan  
Antonette DiNovo  
Zhouyu (Joanne) Yang

##### **Council**

Councillor Carolina Moretti

##### **Staff**

Trinela Cane,  
Commissioner of Corporate Services  
Dennis Flaherty, Director, Communications &  
Community Relations  
Lindsay Allward, Operations  
Steve Matunin, Supervisor, Operations  
Bev Shugg Barbeito, Committee Secretary

##### **Regrets**

Rocky Chen  
Nicole DiNovo  
Catherine Johnson  
Lauren Matunin  
Mandy Ou  
Michelle Rouble  
Andrea Conlon, Corporate Communications  
Enzo Greco, Markham Museum, Rental  
and Events Coordinator  
Rob Hincks, Operations  
Morgan Jones, Operations  
Yvonne Lord Buckley, Corporate  
Communications  
Angie Sachdev, EA to Trinela Cane  
Diane Samek, Corporate Communications  
Gillian Shaw, EA to Councillor Moretti  
Jon Styles, Operations  
Matt Vetere, Financial Analyst  
John Vipond, Operations

The Wrap Up (fifth) meeting of the 2013 Markham Canada Day Committee convened at 5:40 p.m. with Councillor Carolina Moretti as the Chair.

#### **1. WELCOME**

Councillor Moretti thanked the team for its tremendous efforts in having the Canada Day events run smoothly and its commitment to making the day such a success. She advised that she was confident that the same team would make Canada Day events even better in 2014.

Trinela Cane, Commissioner of Corporate Services, provided a synopsis of what were considered very popular Canada Day events. The Citizenship Ceremony was a fitting kick-off to Canada Day.

Service at the Mayor's Seniors Luncheon was efficient and smooth. However, buses bringing seniors to the luncheon arrived early. As a result, even though not all arrangements were in place, there was a need to let seniors in to the hall so they could sit down. At Milne Park, Doo Doo the Clown excited the crowd and encouraged people to move to the flagpole area to witness the flag raising ceremony. The entertainment was diverse and entertaining, culminating in a tremendous performance by Jully Black. There were a few system problems but Perry Chan was there to help resolve them. The huge crowd enjoyed the fireworks, the weather was terrific, Allan Bell was a charismatic emcee, and all in all, Canada Day was a great success.

## **2. ADOPTION OF THE MINUTES OF THE JUNE 24, 2013 MEETING**

It was

Moved by           Antonette DiNovo  
Seconded by       Dennis Flaherty

That the minutes of the Markham Canada Day Committee meeting held on June 24, 2013, be adopted as distributed.

Carried

## **3. PLANNING FOR CANADA DAY 2013**

### **a) Preview to Canada Day (Media Launch)**

Dennis Flaherty reported that this event was a great success and that it really could not have been managed better. Jully Black, headliner for the Milne Park entertainment, attended and was a key asset for the event. Her participation attracted a great deal of attention for the events scheduled for Canada Day.

### **b) Mayor's Seniors Luncheon**

Le Parc was once again the venue for the luncheon. As reported by Trinela Cane, service at the Mayor's Seniors Luncheon was smooth thanks to the many volunteers, firefighters, Council members and other local politicians who .

For 2014, it was suggested that:

- Follow up with seniors locations to ensure they are aware of the registration deadline
- Corporate Communication develop appropriate communications to explain and emphasize the need for registration as individuals not as groups
- An escort be provided to assist winners of Seniors Hall of Fame Awards to the appropriate table
- Transit plans be fine tuned to ensure buses bringing seniors to the luncheon arrive at the scheduled time
- Consideration be given to implementing a colour coding system using stickers or t-shirts where the colour would represent a particular pickup/drop-off location; matching coloured signs at Le Parc would indicate which entrance a senior should go to when leaving after the lunch
- Front and side doors at Le Parc be used to assist in speeding up loading and unloading of buses

c) Parade

Antonette DiNovo reported that there were approximately 30 participants and that Markham Classic Cruisers was a very good addition to the line-up.

For 2014, it was suggested that:

- The headliner of the Milne Park entertainment be part of the parade so as to attract a larger crowd for the parade
- Consideration be given to having Markham Classic Cruisers drive the Markham Councillors in their classic cars
- A volunteer be designated to bring flags for the Councillors to distribute to the parade crowd.

d) Transit Arrangements

Joanne (Zhouyu) Yang reported that arrangements went well with two exceptions: (i) some volunteers found it difficult to locate the part of the Markville Mall parking lot where they were to meet the buses and (ii) signs for buses were sometimes positioned far from where the bus stopped.

Steve Matunin reported that there were no problems with the transit service transporting people from Milne Park at the end of the evening, even though there were large crowds.

For 2014, it was suggested that:

- Volunteers should receive their assignments before Canada Day
- The representatives from the SEAS Centre should be asked to identify the challenges they found this year so that Joanne Yang and the SEAS Centre representatives can develop ways to improve the transit plans
- Joanne Yang work with Operations staff to make different signs, and to ensure they are placed in appropriate locations
- Smaller buses be used since it is easier for them to turn around at Milne Park

e) Parking

It was reported that the parking arrangements ran smoothly.

f) Signage

It was reported that all signs were ready.

g) Stage & Sound

Perry Chan reported that the stage set up ran smoothly. Councillor Moretti thanked Perry for the well thought-out placement of speakers so that sound was directed to the crowd at Milne Park but not to neighbouring households.

h) Sponsorship

Councillor Moretti thanked Trinela Cane, Angie Sachdev and Gillian Shaw for their efforts in obtaining sponsorships to support the Canada Day events. She also thanked Dennis Flaherty, Director Communications & Community Relations, for his efforts in securing a significant increase in the amount of Heritage Grant funds which Markham received this year. Dennis Flaherty will submit a proposal for a sponsoring partner to Councillor Moretti for her consideration.

For 2014, it was suggested that:

- Sponsorship letters be sent before the end of this year so that potential sponsors are able to plan their support and include it in their budgets

i) Budget

Trinela Cane reported that there was a surplus in 2013 which has helped to reduce the overall deficit from previous years. Councillor Moretti advised that she was very pleased with the community support for Markham's Canada Day events and she hoped that the deficit will be eliminated in 2014.

j) Fireworks/Permit

It was reported that the fireworks were extremely well received.

k) Security

It was reported that security arrangements ran smoothly. Trinela Cane mentioned that she was aware of an incident involving a lost child.

For 2014, it was suggested that:

- Consideration be given to having a tent where lost children could be taken to facilitate their parents finding them

l) Food Vendors

Perry Chan reported that eleven food vendors took part at Milne Park and all made a profit.

For 2014, it was suggested that:

- Dennis Flaherty work with Perry Chan to identify the top three food vendors, and to have them provide testimonials
- The testimonials be sent to prospective food vendors to encourage their participation
- The number of food vendors be kept to 10 – 12 so that food vendors will continue to make a profit
- Food vendors in 2013 be given an offer of first right to participate in 2014, valid only for a short-term

m) Jeanne Bowman Children's Tent

Antonette DiNovo reported for Nicole DiNovo that many children took part in the activities. Councillor Moretti commended Rocky Chen for leading the activities on Canada Day in spite of personal challenges at the time.

For 2014, it was suggested that:

- There be two face painters, each in different locations, to better control the number of participants
- The practice of handing out give-aways in the Jeanne Bowman Children's Tent be discontinued to avoid frantic scrambles for the give-aways; see recommendation under "Entertainment".

n) Entertainment

The entertainment line-up was well received by the large crowds.

For 2014, it was suggested that:

- Doo Doo the Clown throw any free give-aways into the crowd from the stage (rather than having them handed out in the Jeanne Bowman Children's Tent)
- The entertainment be continued until the crowds have left Milne Park
- The search for a headliner act be begun early in order to allow more time for negotiating agreement terms that fit within the Canada Day budget or to switch to a backup act if necessary

o) Advertising/Posters/Invitations/Postcards

Councillor Moretti reported that all arrangements went smoothly. She will work with Dennis Flaherty to consider including the full name of the park, Milne Dam Conservation Park, in Canada Day communications and ads.

p) Volunteers

Councillor Moretti reported that a meeting will be scheduled with Rebecca Lee and Sabrina Luong of the SEAS Centre, Perry Chan, and Joanne Yang to determine what went well and what could be improved.

Councillor Moretti will arrange for a letter to be sent to Rebecca Lee and Sabrina Luong to thank them for their efforts in recruiting and coordinating volunteers for the Canada Day events. She will ask that a representative from the SEAS Centre join the Canada Day Committee as a member.

**4. VACANT POSITIONS**

Councillor Moretti will work with Gillian Shaw to fill vacant positions on the Committee to assist with planning 2014 Canada Day events.

**5. OTHER BUSINESS**

Councillor Moretti again thanked all Committee members for their contributions in ensuring that the Canada Day 2013 events were so successful.

**6. DATES OF FUTURE MEETINGS**

The next meeting of the Markham Canada Day Committee will be scheduled at the call of the Chair before the end of 2013.

**7. ADJOURNMENT**

It was

Moved by           Antonette DiNovo

Seconded by       Lindsay Allward

That the Wrap Up (fifth) meeting of the 2013 Markham Canada Day Committee adjourn at 6:40 PM.

Carried.