



**MINUTES**

**MARKHAM SANTA CLAUS PARADE COMMITTEE  
ROTARY CLUB OF MARKHAM SUNRISE INC.  
Building Boardroom, Markham Civic Centre  
September 11, 2013**

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**Attendance**

Jim Sandiford, Rotary Club of Markham Sunrise Inc. - Chair  
Councillor Colin Campbell  
Peter Still, Markham-Unionville Rotary Club  
Joel Lustig, Treasurer  
Morgan Jones, Manager Roads Operations  
Dennis Flaherty, Director of Communications and Community Relations  
Alida Tari, Council/Committee Coordinator

**Regrets**

Andrea Conlon, Events Manager  
Enzo Greco, Rental and Events Coordinator

The meeting convened at 4:06 PM with Jim Sandiford in the Chair.

**1. MINUTES OF MEETING HELD MAY 28, 2013**

The committee approved the minutes of the Santa Claus Parade Committee held on May 28, 2013 as presented.

**2. GRAND MARSHALL**

- It was suggested that Milos Raonic be contacted and ask if he is available to be the Grand Marshall
- Dennis will try and contact the Canadian Woman's Hockey League and enquire whether one of their team players would be interested in being the Grand Marshall

**3. SANTA CLAUS FLOAT**

It was suggested that the sign shop create two signs that can be placed on the side of the Crupi float with the City of Markham logo and Crupi's logo. Morgan will contact Crupi to determine what size the signs should be.

**4. MAIN STREET UPDATE**

Councillor Colin Campbell advised that the contractors are currently behind schedule, but should be completed up to Bullock with the base asphalt. He advised that he will be meeting with City staff and the contractors this week and will report back at the next meeting.

**5. SPONSORSHIPS**

The following was discussed relative to sponsorships:

- \$2,500 has been confirmed from TD Bank
- Jim will contact David Black
- Dennis will have Honda provide two Big Red vehicles and will also get a van to be used for shuttling
- Joel will speak with Andy regarding another potential sponsor
- CHFI will be providing \$17,000 worth of air time to advertise the event and will have a float in the parade

**6. LONG & McQUADE**

Councillor Campbell confirmed that Long & McQuade will provide the same equipment as last year.

**7. AMOUNT OF PAID AND AUXILIARY OFFICERS**

This item was deferred to the October 2013 meeting.

**8. SECURITY AND ROAD CLOSURE**

Councillor Colin Campbell will confirm the exact area on Hamilton that needs to have parking restrictions and By-law enforcement will be advised.

**9. OTHER BUSINESS**

The Committee suggested the following:

- Ensure that Markham Village Arena is booked
- Consider hiring a Vendor truck with coffee, hot chocolate, etc that can go along Highway 7
- No meeting will be held for the drivers of the floats, but will have a waiver for them to sign

**ADJOURNMENT**

The meeting adjourned at 4:50 p.m.