



## **2013 MARKHAM CANADA DAY COMMITTEE**

### **MINUTES March 25, 2013 Meeting No. 1**

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#### **Attendance**

##### **Members**

Perry Chan  
Rocky Chen  
Antonette DiNovo  
Nicole DiNovo  
Catherine Johnson  
Michelle Rouble  
Zhouyu (Joanne) Yang

##### **Regrets**

Angela Fu  
Lauren Matunin  
Mandy Ou  
Andrea Conlon, Corporate Communications  
Morgan Jones, Operations  
Steve Matunin, Supervisor, Operations  
Angie Sachdev, EA to Trinela Cane  
Jon Styles, Operations

##### **Council**

Councillor Carolina Moretti

##### **Staff**

Trinela Cane,  
Commissioner of Corporate Services  
Dennis Flaherty, Director, Communications &  
Community Relations  
Enzo Greco,  
Markham Museum, Rental and Events  
Coordinator  
Rob Hincks, Operations  
Gillian Shaw, EA to Councillor Moretti  
Matt Vetere, Financial Analyst  
John Vipond, Operations  
Bev Shugg Barbeito, Committee Secretary

The first meeting of the 2013 Markham Canada Day Committee convened at 5:40 p.m. with Councillor Carolina Moretti as the Chair.

#### **1. WELCOME**

Councillor Carolina Moretti welcomed new members Catherine Johnson, Michelle Rouble, Nicole DiNovo and Joanne Yang, and returning member Antonette DiNovo, who will be

joining the Committee for planning the 2013 Canada Day events, and introductions were made.

## **2. ADOPTION OF THE MINUTES OF THE FEBRUARY 6, 2013 MEETING**

It was

Moved by            Enzo Greco  
Seconded by        Dennis Flaherty

That the minutes of the Markham Canada Day Committee meeting held on February 6, 2013, be adopted as distributed.

Carried

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

### **a) Committee Assignments**

Councillor Moretti advised that where possible, committee members would be paired so they might share planning and carrying out the 2013 Canada Day activities. Assignments for the new Committee members were made as follows:

- Antonette DiNovo DiNovo will coordinate details relating to the Parade
- Nicole DiNovo will assist Rocky Chen with the Jeanne Bowman Children's Tent
- Catherine Johnson will assist Lauren Matunin in coordinating the Mayor's Seniors Luncheon
- Michelle Rouble will assist Enzo Greco in coordinating Entertainment for Milne Park
- Zhouyu Yang will assist Joanne Olson in coordinating Transit arrangements

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

Following Committee discussion, it was agreed to hold the Media Launch on Wednesday June 19, 2013 from 10:00 - 11:00 AM at the Markham Civic Centre. Dennis Flaherty will provide updates closer to the date of the event.

### **c) Heritage Grant**

Dennis Flaherty reported that the application for the 2013 Heritage Grant has been submitted. The grant is not usually received until shortly before Canada Day. The grant amount will likely remain at the same level as has been received in previous years.

### **d) Advertising/Posters/Invitations**

Dennis Flaherty reported that the creative approach for these items will be refreshed and he would like to start the campaign early in May with some promotional teasers. He advised that Markham is about to launch a mobile app and it may be possible to leverage the app for promotional purposes. He requested that he be advised of the headliner act as soon as the details have been finalized.

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

Gillian Shaw reported on behalf of Lauren Matunin. The caterer has been contacted; he has agreed to provide the same menu at the same price as last year. The menu will consist

of fresh tossed salad, a choice of meat or vegetarian lasagne, cake for dessert, and coffee or tea.

It was requested that a separate table be set aside for dignitaries.

f) Parade

Antonette DiNovo reported that there were 32 floats in last year's parade. She has contacted them and parade participants from previous years to determine interest in participating in the 2013 Canada Day Parade; to date, three have confirmed their participation. The overall Canada Day event budget will guide decisions about payments for mascots, the Chinese dragon, and bands.

To attract community groups and bands to participate in the parade, Dennis Flaherty will arrange for an ad to be placed as part of the Markham page of the Markham Economist & Sun.

g) Transit Arrangements

Gillian Shaw reported that Joanne Olson is coordinating the details. Joanne Yang will assist Joanne and provide an update at the next meeting.

h) Stage & Sound

Perry Chan reported that the stage will arrive at approximately 9:00 pm on June 30 and will be set up overnight; it will be ready for sound checks at noon and entertainment starting at 3:00 pm. The stage will be taken down on the evening of July 1 following the entertainment.

Rental of a ramp for accessibility will cost approximately \$1,375. Dennis Flaherty will investigate the possibility of Markham purchasing such a ramp.

i) Budget

Matt Vetere reported that there was a small surplus in 2012 which helped reduce the overall deficit from previous years. He also reported that the allocation has been reduced for 2013.

j) Food Vendors

Gillian Shaw reported that Angela Fu will coordinate the details with the assistance of Irene Tse. Matt Vetere reported that four food vendors have already confirmed their participation. Committee members were asked to advise Gillian Shaw if they knew of a potential food vendor so that she could forward the information to Angela and Irene for follow up.

k) Children's Activities

Rocky Chen reported that five of seven of last year's Children's Activity entertainers have confirmed their participation for this year. It was agreed to approve an increase of \$25 for Farida Rehan, the face painter. Dennis Flaherty advised that he may be able to provide information about other entertainers if the remaining entertainers are not confirmed. Rocky Chen was asked to check on the quantity of remaining supplies and

advise on what would be required for this year. To prevent wastage of water, it was suggested that it be supplied via a water truck or by providing miniature bottles of water.

l) Entertainment

Enzo Greco reported that there will be 21 time slots between 3:00 and 11:00 pm; 16 will be designated for entertainment acts. Ten acts have already been confirmed, including Doo Doo the Clown, Alyssa Datu winner of the 2012 CNE Rising Star talent competition in the junior category, and the band "Roll Another Number". It was suggested that including a Tamil group or a `Bollywood` style group would help reflect Markham`s diversity. Enzo Greco and Councillor Moretti will work to finalize a headline act; Perry Chan will send them some suggestions.

m) Sponsorship

Councillor Moretti reported that she will contact potential sponsors. She also asked Committee members to pass along ideas for sponsors; Antonette DiNovo will contact a representative of Marshall`s department store.

n) Volunteers

Gillian Shaw reported that she and Perry Chan have contacted the Seas Centre who are able to guarantee more than 40 volunteers for the day. Committee members were asked to let Gillian Shaw know their needs for volunteers.

o) Miscellaneous

- Markham staff will be asked if they would like to volunteer to assist with Canada Day events
- Committee members were reminded to contact Gillian Shaw if they required assistance with their assignments.

**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 22, 2013 at 5:30 PM in the Council Chambers at the Markham Civic Centre.

If unable to attend a meeting, Committee members were asked to email regrets and an update for their assignment to either Councillor Moretti or Gillian Shaw.

**6. ADJOURNMENT**

The first meeting of the 2013 Markham Canada Day Committee adjourned at 6:50 PM.