



## **2012 MARKHAM CANADA DAY COMMITTEE**

### **MINUTES February 6, 2013 Wrap Up Meeting**

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#### **Attendance**

##### **Members**

Perry Chan  
Lauren Matunin  
Mandy Ou  
Peter Still

##### **Council**

Councillor Carolina Moretti

##### **Staff**

Dennis Flaherty, Director, Communications &  
Community Relations  
Enzo Greco,  
Markham Museum, Rental and Events  
Coordinator  
Gillian Shaw, EA to Councillor Moretti  
Morgan Jones, Operations  
Steve Matunin, Supervisor, Operations  
Matt Vetere, Financial Analyst  
Bob Walter, Operations  
Bev Shugg Barbeito, Committee Secretary

##### **Regrets**

Rocky Chen  
June Lee  
Trinela Cane,  
Commissioner of Corporate Services  
Andrea Conlon, Corporate Communications  
Rob Hincks, Operations  
Jon Styles, Operations  
John Vipond, Operations  
Angie Sachdev, EA to Trinela Cane

The Wrap Up meeting of the 2012 Markham Canada Day Committee convened at 5:35 p.m. with Councillor Carolina Moretti as the Chair.

#### **1. WELCOME**

Councillor Carolina Moretti welcomed back all members and gave an update on the 2013 committee:

- Trinela Cane, Commissioner of Corporate Services, will be working together with Councillor Moretti on the 2013 Canada Day Event
- Peter Still has resigned; former Committee member Antonette DiNovo will coordinate details relating to the Parade

- Irene Tse is not able to attend meetings but plans to work closely with the Committee to facilitate planning related to securing food vendors
- Lauren Matunin will be in charge of planning the Mayor's Seniors Luncheon
- Former Committee member Joanne Olson will assist with transit planning and will be able to attend the Canada Day events
- Gillian Shaw will coordinate volunteers and assist Carolina Moretti

## **2. ADOPTION OF THE MINUTES OF THE JUNE 25, 2012 MEETING**

It was

Moved by           Dennis Flaherty  
Seconded by       Bob Walter

That the minutes of the Markham Canada Day Committee meeting held on June 25, 2012, be adopted as distributed.

Carried

## **3. WRAP UP OF CANADA DAY 2012**

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

Dennis Flaherty reported that the Media Launch was well attended and created very good exposure for the Canada Day events. The Corporate Communications team will continue to look for ways to enhance this event.

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

Laura Matunin reported that the event went well. Transit arrangements bringing seniors to the luncheon went smoothly. Wheelchair access to the venue was difficult. Councillor Moretti reported that, in 2013, the luncheon would be held at the Le Parc so that accessibility would not be an issue.

### **c) Parade**

Peter Still reported that the dragon arrived late which somewhat delayed the parade, otherwise the parade moved well. He suggests recruiting bands to participate in the parade. Peter has resigned from the Committee; he will forward contact information for the 2012 Canada Day parade entries to Antonette DiNovo so she can contact them to determine their interest in participating in the 2013 Canada Day Parade.

At future meetings, the Committee will discuss how to boost attendance at the parade. Some suggestions include encouraging the community or community organizations to decorate and enter parade floats, and to include more music.

### **d) Transit Arrangements**

Steve Matunin reported that the transit arrangements ran smoothly, particularly with the help of the police escort for buses leaving Milne Park. It was agreed that a meeting with Miller Transit Limited of the Miller Group should be arranged just prior to Canada Day to discuss transit plans, including having a bus on standby in the event of an accident.

e) Parking

Parking for VIPs and vendors worked well. Committee discussion is needed to consider how best to move entertainers and their equipment in and out of Milne Park.

f) Signage

It was reported that many signs from previous years can be reused. Committee members will be reminded at future meetings to give as much notice as possible for any new signs that are needed.

g) Stage & Sound

Perry Chan and Mandy Ou will once again coordinate the sound and stage logistics. They noted that the extra speakers used last year carried the sound better within the park. Councillor Moretti reported that there were no complaints that the level of sound was too high for nearby neighbourhoods.

It was determined that, at all future Canada Day events, a ramp for accessibility will be required.

Staff will check to see if a stage backdrop belonging to Perry Chan has been stored with Markham signs and banners.

At future meetings, the Committee will consider the advantages and disadvantages of having bleachers and a video wall.

h) Sponsorship

Councillor Moretti reported that she will contact potential sponsors. She also asked Committee members to pass along ideas for sponsors.

i) Fireworks

Steve Matunin will coordinate the fireworks display with RedBoss Fireworks.

j) Security

Security arrangements will include a police escort for busses leaving Milne Park, security staff on site at Milne Park overnight on June 30th and July 1st with cell phones and a vehicle at their disposal, and by-law officers to patrol Milne Park on Canada Day.

Arrangements with Emergency Medical Services on site at Milne Park and the Mayor's Seniors Luncheon need to be confirmed.

k) Heritage Grant

Dennis Flaherty reviewed the process for Heritage Grant funding which was changed for 2012 to encourage celebrations of the Queen's Diamond Jubilee Year. He reported that the application for the 2013 Heritage Grant has been submitted.

l) Food Vendors

Councillor Moretti reported on behalf of Irene Tse that the application process for Food Vendors and the layout of the Food Booths worked well. Perry Chan will forward to Councillor Moretti the name of a candidate who could handle this assignment for the 2013 plans.

m) Children's Activities

Councillor Moretti reported on behalf of Rocky Chen that the Children's Activities went well. Certain activities, such as face painting, were very popular and had long line ups; therefore he recommends recruiting a second face painter. He has already confirmed four of the entertainers from last year for 2013 Canada Day.

n) Entertainment

Enzo Greco reported that Doo Doo the Clown has been booked and that the band "Roll Another Number" will be the final act of the entertainment scheduled for Milne Park. The entertainment line up will allow time for changing the stage between acts. Councillor Moretti reported that she will recruit a headliner act.

Enzo Greco will send information to Councillor Moretti about a Markham Museum volunteer who will volunteer to assist with the Canada Day entertainment.

o) Advertising/Posters/Invitations

Gillian Shaw reported that the plans for advertising, postcards, and invitations went well, even taking into account delays to add information promoting Markham's change to city status. It was noted that the Committee may wish to refresh the design and pictures of these items.

p) Volunteers

Gillian Shaw reported that it would be preferable to post information about the need for volunteers in schools in May and June. Perry Chan is able to recruit many volunteers and will send the information to Gillian Shaw.

q) Budget

Matt Vetere reported that there was a small surplus in 2012 which helped reduce the overall deficit over many years. Councillor Moretti reported that she, Trinela Cane and Matt Vetere would closely monitor costs for 2013 Canada Day events.

r) Miscellaneous

Councillor Moretti will make arrangements with Patrick O'Hanlon for the loan of four golf carts.

#### **4. PLANS GOING FORWARD**

- Advertising and Media Relations will be handled by Andrea Conlon and her team. The Committee will discuss how the efforts of her team might be used most effectively.
- Transit arrangements will be handled by Joanne Olson and a new Committee member.
- Entertainment will be handled by Enzo Greco and a volunteer.
- Parade arrangements will be coordinated by Antonette DiNovo and a new Committee member.
- Volunteers will be recruited by Gillian Shaw and Perry Chan.

#### **5. DATES OF FUTURE MEETINGS**

It was agreed that meetings will be scheduled on Mondays. The next meeting of the Markham Canada Day Committee is scheduled for Monday, March 25, 2013 at 5:30 PM in the Council Chambers at the Markham Civic Centre.

Committee members were asked to email regrets to either Councillor Moretti or Gillian Shaw if they are unable to attend a meeting.

#### **6. ADJOURNMENT**

The wrap up meeting of the 2012 Markham Canada Day Committee adjourned at 6:30 PM.