



**2012 MARKHAM CANADA DAY COMMITTEE
MINUTES
June 25, 2012
Meeting No. 6**

Attendance

Members

Perry Chan
June Lee
Lauren Matunin
Mandy Ou

Guests

Allan Bell,
Director Corporate Sponsorship & Special Events,
Markham Stouffville Hospital Foundation
Joanne Olson

Council

Councillor Alex Chiu
Councillor Carolina Moretti

Regrets

Rocky Chen
Peter Still
Irene Tse
Morgan Jones, Operations
Jon Styles, Operations

Staff

Andrea Conlon, Corporate Communications
Dennis Flaherty,
Director Communications & Community Relations
Enzo Greco,
Markham Museum Public Programs Coordinator
Rob Hincks, Operations
Gillian Kwiecien, Assistant to Councillor Moretti
Steve Matunin, Supervisor, Operations
Cynthia Taylor-Huff, Assistant to Councillor Chiu
Matt Vetere, Financial Analyst
John Vipond, Operations
Bob Walter, Operations
Bev Shugg Barbeito, Committee Clerk

The sixth meeting of the 2012 Markham Canada Day Committee convened at 5:45 p.m. with Councillor Moretti presiding as Chair.

1. WELCOME

Councillor Carolina Moretti welcomed to the meeting Tiffany Chan, a summer student working with Corporate Communications.

2. ADOPTION OF MINUTES OF THE JUNE 11, 2012 MEETING

THE MARKHAM CANADA DAY COMMITTEE RECOMMENDS:

It was

Moved by Rob Hincks
Seconded by Dennis Flaherty

That the minutes of the Markham Canada Day Committee meeting held on June 11, 2012, be adopted with the following change *in italics*:

b) Preview to Canada Day (Media Launch)

Dennis Flaherty advised that the amount of the Heritage Canada grant remained the same as that received in 2011. He and Communications staff will work with Councillor Moretti to use the funds for Multiculturalism Day, as well Canada Day, events.

The time of the Media Launch was changed to Thursday June 21 at 12:30 PM at the Markham Civic Center; Committee members were encouraged to attend to support the event. The Media Launch will include details of special plans to celebrate Markham attaining official City status.

Carried

3. PLANNING FOR CANADA DAY 2012

Councillor Moretti advised that the Canada Day celebrations will include celebrations to mark Markham's transition to city status. It has been confirmed that Lieutenant Governor of Ontario the Honourable David C. Onley will attend the festivities at Milne Park. Erin Davis, morning show co-host at FM radio station 98.1 CHFI, will emcee the evening festivities.

a) Mayor's Seniors Luncheon

Cynthia Taylor-Huff reported that the location of the luncheon has been changed again to the Sheraton Parkway Hotel in order to accommodate a greater number of seniors. The buffet will be set up outside the meeting room, thus allowing for 580 seniors to be seated for lunch. Cynthia will confirm 650 as the number of meals to be ordered to accommodate seniors and volunteers.

Cynthia Taylor-Huff has ordered projectors and will deliver them to Perry Chan on Thursday. She will provide speaker notes for Councillor Moretti and Allan Bell.

Signage will be placed at both Le Parc and the Thornhill Community Centre advising seniors that the luncheon is being held at the Sheraton Parkway Hotel. It is hoped to also post a pair of student volunteers at Le Parc to direct seniors to the Sheraton Parkway Hotel.

b) Parade

Gillian Kwiecien reported on behalf of Peter Still. She distributed and reviewed a list outlining the final confirmed Parade line-up. The parade will start at 4 pm. Andrea Conlon reported that the group "Colour Me Mine" wanted confirmation it is included in the parade. The group is listed as confirmed on the parade list so Peter Still will be asked to contact the group about this.

Parade signage has been ordered. Invoices have been submitted on behalf of some groups.

Rather than use a hybrid car in the parade, it was agreed that Andrea Conlon would use this transportation as necessary to coordinate events on Canada Day.

When the Parade arrives at Milne Park, Councillor Moretti and Allan Bell will make an announcement for the official ceremonies, which will start at 6pm. Dennis Flaherty and Andrea Conlon will place names of the dignitaries on the chairs on stage so they will know where to sit. A veteran will host the flag in the flag raising ceremony and Christopher Dallo will sing "O Canada". Rob Hincks will rope off the flagpole island.

c) Stage & Sound

Perry Chan reported that the stage and ramp will be built on June 30. Dennis Flaherty will meet with Perry Chan at approximately 7 pm on June 30 to test the ramp and a self-unrolling flag. The location onstage of the podium and microphone will be discussed with the Mayor.

d) Entertainment

Enzo Greco distributed and reviewed a list outlining the final confirmed Entertainment line-up. Some entertainment will take place from 3-6 PM and the Opening Ceremony will take place at 6 PM. Bands have been assigned positions later in the line-up in order to make stage changes easier for the crew. Extra time has also been placed as a buffer between various acts. The entertainment line-up will include time to cut cakes to celebrate Markham officially becoming a City. Four cakes will be available in the Community Tent.

Entertainers may drop off items at the stage area but will then be required to move their vehicles to the parking area at Milne Park.

Perry Chan will provide one additional 10' x 10' tent.

e) Volunteers

Gillian Kwiecien will coordinate the deployment of volunteers. Perry Chan will assist in recruiting adult volunteers which are needed to be leaders on the buses bringing Markham seniors to the Mayors Seniors luncheon.

Andrea Conlon provided information for a student volunteer who would be available to distribute Canada Day shirts at the luncheon.

f) Security

Andrea Conlon reported that arrangements with Emergency Medical Services for Milne Park and the Mayor's Seniors Luncheon, similar to last year, have been confirmed.

Overnight security staff will be on site at Milne Park on June 30th from 8:30 pm - 7:30 am and on July 1st from 11 pm to 7 am. Overnight security officers will have cell phones and a vehicle at their disposal.

Three by-law officers have been confirmed to patrol Milne Park on Canada Day. They will help keep the peace, ensure children stay away from the water, and ensure no one launches personal fireworks.

g) Sponsorship

Councillor Moretti reported that Councillor Chiu has been working hard to recruit sponsors.

h) Miscellaneous

- Contact Numbers - Gillian Kwiecien distributed to each Committee member a list of cell phones of other members and Brandon, the lead by-law officer. Councillor Moretti reminded all Committee members not to panic if it seemed that something was going wrong since the public would not know specific plans and other Committee members would be available to help.
- Queen's Diamond Jubilee - It was reported that John Webster will introduce the Queen's Diamond Jubilee Committee on stage at Milne Park. Diamond Jubilee cakes will be made available in a separate tent; Rob Hincks will advise John Webster where the tent may be set up.
- VIP/ Dignitary Hospitality Tent - Councillor Moretti reported that Longo's will provide nine trays of food for this tent. One volunteer will be needed to monitor access to the VIP tent. Once the dignitaries have had a chance to eat, volunteers are welcome to help themselves to the food. Perry Chan will provide lights for the tent.
- Tents - It was reported that all plans are in place.
- Photographer - It was reported that all plans are in place.
- Speaking Notes - It was reported that all plans are in place.

4. PARKING LOT

a) Preview to Canada Day (Media Launch)

Dennis Flaherty advised that the event took place on Thursday June 21 at 12:30 PM and it was well received. Councillor Moretti thanked all Committee members for their help in planning the Media Launch.

b) Food Vendors

Gillian Kwiecien reported on behalf of Irene Tse. She distributed and reviewed the updated Food Vendor list and location map. She reported that the food vendors for booths #14 and 15 do not have insurance coverage, so their applications have been rejected. The Food Vendor for booth #13 will deliver the completed application, including insurance certificate, in person to the reception of the Town of Markham, attention Matthew Vetere. All vendors have received email notifications outlining final reminders and a map indicating where they can park their vehicles.

Irene recommended that Markham's Water on Wheels use the space for booth #14 or 15 to distribute water.

c) Media

Dennis Flaherty reported a shipment of Canada pins and Canada flags had been received. He also advised that, on Canada Day he would stay near the stage at Milne Park, and requested that any media wanting interviews about Markham becoming a city be directed to him.

d) Advertising/Promo/Invitations

It was reported that all plans are in place.

e) Fireworks

Councillor Moretti reported that Mayor Scarpitti may request special fireworks to celebrate that Markham has officially become a city.

f) Miscellaneous

Steve Matunin will pick up the golf carts and the food. He will purchase paper plates and cutlery for use in the VIP tent.

g) Transit Arrangements

It was reported that all plans are in place.

Councillor Moretti advised that two paid duty officers would be needed at Milne Park from 10:30 AM - 12:00 PM; Andrea Conlon will make the arrangements. To limit vehicle traffic into Milne Park, York Region Police will assist with traffic barricades at the intersection of McCowan Road and Highway 7. Rob Hincks will provide them with the entertainment line-up and contact information for Joanne Olson, John Vipond and himself so entertainers and their staff are allowed to drive into the park.

Steve Matunin will work with York Region Transit supervisors to streamline the process of managing the line ups of people wishing to leave Milne Park at the end of the Milne Park events.

h) T-shirts

Steve Matunin and Team will deliver t-shirts to the Sheraton Parkway Hotel and Milne Park for volunteers. Committee members were asked to wear shirts they may have been given in previous years.

5. OTHER BUSINESS

- a) Podium - Councillor Moretti requested that the black podium be painted prior to the festivities at Milne Park.

6. DATES OF FUTURE MEETINGS

Future meetings will be at the call of the Chair.

7. ADJOURNMENT

The sixth meeting of the 2012 Markham Canada Day Committee adjourned at 7:10 PM.