



MINUTES

**MARKHAM SANTA CLAUS PARADE COMMITTEE
ROTARY CLUB OF MARKHAM SUNRISE INC.
Committee Room #4, Markham Civic Centre
May 22, 2012**

Attendance

Jim Sandiford, Rotary Club of Markham Sunrise Inc. - Chair
Councillor Colin Campbell
Dennis Flaherty, Director, Communications & Community Relations
Andrea Guarino, Events Supervisor
Enzo Greco, Rental and Events Coordinator
Joel Lustig, Treasurer
Christine Matthews, Markham BIA, Event Co-ordinator & Community Liaison
Morgan Jones, Manager Roads Operations
Mike Zenteno
Alida Tari, Council/Committee Coordinator

The meeting convened at 4:34PM with Jim Sandiford in the Chair.

Discussion Items:

a) Parade Date

It was confirmed that the date of the parade will be Saturday November 24, 2012 and it was noted that this will be the 40th anniversary.

b) Road Construction

Councillor Colin Campbell advised that the road construction on Main Street Markham is anticipated to begin July 2, 2012 and is expected to be completed prior to the parade date. Councillor Campbell will keep Jim Sandiford up to date on the progress of the construction.

There was brief discussion regarding whether an alternate route should be considered. It was suggested that it be decided following the Thanksgiving weekend whether an alternate route is required.

c) Volunteers

Jim Sandiford advised that he needs additional help at putting this parade together. It was noted that Town staff can assist and guide with the parade, but cannot take the entire parade over.

d) Grand Marshall

Dennis Flaherty, Director, Communications & Community Relations will meet with Laurie Rose to discuss whether the Mayor can contact Lloyd Robertson requesting if he would be the Grand Marshall.

e) Sponsorship

Joel Lustig, Treasure - will contact TD Bank requesting the same amount that was received for the 2011 parade. He will also contact Angus Glen Golf Course requesting the use of 15 golf carts, \$1,000 and two foursomes to be auctioned off.

Dennis Flaherty will contact Honda.

Councillor Colin Campbell will contact Long & McQuade Musical Instruments.

Jim Sandiford will contact PowerStream and Pace Savings and Credit Union.

f) Reindeer

It was noted that the reindeer and float are now being stored at 8100 Warden Avenue.

Morgan Jones, Manager Roads Operations will check on the state of the reindeer and report back to the Committee.

There was brief discussion regarding whether there is money in the budget to replace the reindeer.

g) Parade Start time

Christine Matthews, Markham BIA, Event Co-ordinator & Community Liaison advised that the BIA is requesting whether the parade can start at a later time such as 2:30/3:00p.m. so that there is a shorter time between the end of the parade and the start of the Festival of Lights.

There was discussion regarding traffic impacts and safety issues related to a later start. It was decided that the latest that the parade can start is 11:00 a.m.

ADJOURNMENT

The meeting adjourned at 5:27 PM.