



2012 MARKHAM CANADA DAY COMMITTEE

MINUTES February 27, 2012 Meeting No. 2

Attendance

Members

Perry Chan
Mandy Ou
Irene Tse

Council

Councillor Alex Chiu
Councillor Carolina Moretti

Staff

Dennis Flaherty, Director, Communications &
Community Relations
Andrea Guarino, Corporate Communications
Enzo Greco,
Markham Museum Public Programs Coordinator
Gillian Kwiecien, Markham Museum
Morgan Jones, Operations
Steve Matunin, Supervisor, Operations
John Vipond, Operations
Bev Shugg Barbeito, Committee Secretary

Regrets

June Lee
Peter Still
Andy Taylor
Rob Hincks, Operations
Jon Styles, Operations
Cynthia Taylor-Huff, Assistant to Councillor Chiu
Matt Vetere, Financial Analyst
Bob Walter, Operations

The second meeting of the 2012 Markham Canada Day Committee convened at 5:40 p.m. with Councillor Carolina Moretti in the Chair. She advised that Gillian Kwiecien will be managing the Canada Day duties previously managed by Wendy Lucas, who will continue to assist Councillor Moretti in the office.

1. WELCOME

Councillor Carolina Moretti welcomed new staff member John Vipond, Operations to the Committee. John will assist with road closures for the Canada Day events; Jon Styles will not attend meetings, but will continue to be responsible for signs.

2. ADOPTION OF THE MINUTES OF THE JANUARY 30, 2012 MEETING

THE MARKHAM CANADA DAY COMMITTEE RECOMMENDS:

It was

Moved by Dennis Flaherty
Seconded by Enzo Greco

That the minutes of the Markham Canada Day Committee meeting held on January 30, 2012, be adopted with the following changes *in italics*:

a) Committee Assignments

Councillor Moretti advised that where possible, committee members would be paired so they might share planning and carrying out the 2012 Canada Day activities.

Assignment	Committee Members
Preview to Canada Day/Media Launch	Dennis Flaherty
Mayor's Seniors Luncheon	Cynthia Taylor-Huff, Steve Matunin
Food Vendors	Irene Tse
Canada Day Parade	Peter Still, Bob Walter
Children's Activities	To be determined
Stage and Sound	Perry Chan, Mandy Ou
Radio Station participation	Andrea Guarino, <i>Dennis Flaherty</i>
Entertainment	Enzo Greco
Fireworks	Steve Matunin, Rob Hincks
Volunteers	To be determined
Security	Andrea Guarino, Olivia Bella
Budget	Matt Vetere
Sponsorships	Councillor Chiu, Councillor Moretti
Theme and Logo	Cynthia Taylor-Huff
Posters/Ads/Invitations/Thank You Letters	Gillian Kwiecien
<i>Signs</i>	<i>Jon Styles</i>
Buses, Transit	Bob Walter

Carried

3. PLANNING FOR CANADA DAY 2012

a) Committee Assignments

Councillor Moretti advised that she will be contacting the Mayor's Youth Task Force to recruit two members to assist in managing the children's activities in the Children's Tent on Canada Day.

Bob Walter has agreed to manage transportation planning; Joanne Olson will be available to provide advice and assistance by phone and email.

Gillian Kwiecien will assist Councillor Moretti in recruiting volunteers to assist in running the various events on Canada Day.

b) Preview to Canada Day (Media Launch)

Dennis Flaherty advised that he will follow up with Heritage Canada to learn when Markham will be advised about the outcome of its Heritage Grant application and that he will report back to the Committee.

Dennis Flaherty and Communications staff are coordinating the arrangements for the media launch and will bring final plans to the Committee for review and approval.

c) Food Vendors

Irene Tse distributed and reviewed four documents: a revised Food Vendor application form, a revised Food Vendor location map, the unchanged York Region Vendor Application Form for Special Events, and the unchanged York Region Special Events guidelines. The revised Food Vendor application highlights the Zero Waste requirement and the new pricing for 2012. The revised Food Vendor location map groups the premium booths in twos with space in between the groups to allow room for line-ups at the booths.

It was agreed that this package of forms would be sent to prospective food vendors. Irene Tse reminded the Committee that all applications and payments are to be mailed to the Town of Markham, addressed to the attention of Matt Vetere. Irene will then review the applications and follow up with prospective food vendors as required.

Irene Tse reported that there are twenty-three prospective food vendors; many are able to offer more than one type of food. Three ice cream vendors from previous years have already expressed their interest in participating again this year. Councillor Moretti thanked Irene Tse for all she has done to coordinate this activity.

d) Mayor's Seniors Luncheon

Councillor Moretti reported that Le Parc will not be available as a venue this year but the Le Parc owners hope that the luncheon may be held there again in 2013. Councillor Moretti and Cynthia Taylor-Huff are investigating other possible venues and will report back to the Committee. Cynthia Taylor-Huff and Steve Matunin will coordinate planning other details for the luncheon.

e) Parade

Gillian Kwiecien reported on behalf of Peter Still. He has contacted 2011 Canada Day parade participants to encourage them to participate again. He is suggesting that the parade incorporate groups to recognize the Queen's Diamond Jubilee Year, the Summer Olympics, and the Chinese Year of the Dragon. It was agreed that dragon dancers would add special appeal to the parade; Perry Chan will investigate to determine the costs of hiring such a group.

Councillor Moretti and Gillian Kwiecien will send invitations to local politicians to invite them to be part of the parade; they will advise that this year the politicians will need to provide their own vehicle as there will not be a float for them.

It was advised that Peter Still and others should direct questions about dealership vehicles to Andrea Guarino.

f) Children's Activities

Gillian Kwiecien reported that five of seven children's entertainers have confirmed that they will participate again at the same price as last year. Gillian will investigate whether craft supplies will need to be purchased.

g) Entertainment

Enzo Greco reported that a headline act similar to Daniel Panetta is close to being finalized. Details will be reported at the next meeting.

Doo Doo the Clown has confirmed that he will return to provide Canada Day entertainment. Enzo Greco is recruiting a diverse mix of other acts, and is planning to cap the number of acts at eighteen to allow more time between acts for changing the stage and to highlight Canada Day sponsors.

Enzo Greco and Dennis Flaherty will discuss the possibility of using some of the acts to entertain both at Multiculturalism Day and Canada Day events.

h) Volunteers

Councillor Moretti will discuss volunteer recruitment for 2012 at the next meeting.

i) Transit Arrangements

Gillian Kwiecien will follow up with Bob Walter about transportation arrangements.

j) Security

Andrea Guarino and Olivia Bella are coordinating the security arrangements.

k) Advertising/Posters/Invitations

Andrea Guarino reported that posters and ads will be finalized as soon as the information about the headline act is made available.

l) Sponsorship

Councillor Moretti and Councillor Chiu will work on obtaining sponsorships for Canada Day events. In addition, the sponsorship requests for the 2012 Canada Day Events have been mailed and Cynthia Taylor-Huff will follow up on the requests.

m) Theme

The Committee discussed how best to incorporate the Queen's Diamond Jubilee year into the theme and plans for 2012 Canada Day events. It was noted that the theme, "One Family, One Markham, One Canada", and the corresponding "identifier" for Canada Day events have been instrumental in boosting recognition of Canada Day events. It was agreed that the Queen's Diamond Jubilee year should be recognized as a tagline in advertising and posters but that it should not detract from the successful identifier of Markham's Canada Day events.

n) Signage

Committee members were reminded to give as much notice as possible for any new signs that are needed.

o) Miscellaneous

- T-shirts for Volunteers - Additional quantities are required. Dennis Flaherty and Councillor Chiu will discuss possible sponsors.
- Tents – The Town of Markham has two 10' x 20' tents available; it was recommended that additional tents be rented. Committee members were asked to contact Andrea Guarino about rentals.
- VIP Tent - It was suggested that the name be changed to “Dignitary Hospitality Tent”. In order to control who may access this tent, it was suggested that dignitaries be given name tags and that the location of the tent be changed.
- Lanyards - Andrea Guarino and Dennis Flaherty will investigate the feasibility of providing lanyards to identify dignitaries and committee members.
- Stage - It is important that the stage be wheelchair accessible.

4. OTHER BUSINESS

Dennis Flaherty will follow up with Cynthia Taylor-Huff regarding the registration of the theme “One Family, One Markham, One Canada”.

5. DATES OF FUTURE MEETINGS

It was

Moved by Mandy Ou
Seconded by Irene Tse

That the March 26, 2012 meeting of the Markham Canada Day Committee be cancelled.

Carried

The next meeting of the Markham Canada Day Committee is scheduled for **Monday, Monday, April 30, 2012** at 5:30 PM in the York Room at the Markham Civic Centre.

Subsequent meetings will be held at 5:30 PM in the York Room as follows:

Monday May 28, 2012
Monday, June 11, 2012
Monday, June 25, 2012

Note: A meeting may be cancelled if there is no urgent business to discuss.

Committee members were asked to email regrets to either Wendy Lucas or Councillor Moretti, with a copy to Gillian Kwiecien, if they are unable to attend a meeting.

6. ADJOURNMENT

The second meeting of the 2012 Markham Canada Day Committee adjourned at 6:40 PM.