



**MINUTES**

**MARKHAM SANTA CLAUS PARADE COMMITTEE  
ROTARY CLUB OF MARKHAM SUNRISE INC.  
York Room, Markham Civic Centre  
November 8, 2011**

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**Attendance**

Jim Sandiford, Rotary Club of Markham Sunrise Inc. - Chair  
Councillor Colin Campbell  
Andy Taylor, Chief Administrative Officer  
Dennis Flaherty, Director, Communications & Community Relations  
Enzo Greco, Rental and Events Coordinator  
Joel Lustig, Treasurer  
Christine Matthews, Markham BIA, Event Co-ordinator & Community Liaison  
Jon Styles, Supervisor Operations  
Peter Cusimano, Rotary Club of Markham Sunrise Inc.  
Alida Tari, Council/Committee Coordinator

**Guests**

Mickie Mansour, Markham District Vets Association (Toy Mountain)

The meeting convened at 4:05 PM with Jim Sandiford in the Chair.

**1. MINUTES OF MEETING HELD OCTOBER 4, 2011**

Jim Sandiford advised the Committee that theme cannot be changed because invitations have already been sent out with the theme "A Christmas Celebration."

Moved by Christine Matthews  
Seconded by Councillor Colin Campbell

That the minutes of the Markham Santa Claus Parade Committee meeting held on October 4, 2011, be adopted.

CARRIED

**2. Toy Drive**

Mickie Mansour, Markham District Vets Association (Toy Mountain) advised the Committee that CTV indicated that they cannot attend the parade to accept the donated toys with Rogers Cable being a sponsor because it would be a conflict of interest.

Jim Sandiford advised that he will try and obtain a letter from Rogers Cable confirming that CTV can be attendance and will forward the letter to Ms. Mansour.

There was brief discussion regarding the Toy Drive that takes place at the Town of Markham Civic Centre.

### **3. ITEMS FOR DISCUSSION**

#### **a) State of Reindeer**

Dennis Flaherty, Director, Communications & Community Relations advised that Andrea Guarino, Events Supervisor has been able to get some student volunteers to help after school hours to repair the reindeer. There was discussion with respect to where this work should be completed. It was suggested that a location here at the Civic Centre be used.

#### **b) Sponsorship**

Joel Lustig, Treasurer, provided an update on a sponsorship opportunity with the Toronto Dominion Bank (TD) to fund the replacement of the reindeer. He indicated that they expect to hear back from the TD Bank by tomorrow.

There was discussion regarding the importance of promoting all of the sponsors on all distributed materials.

Peter Cusimano indicated that if TD agrees to the sponsorship proposal he will add them to the website and include them on the Twitter account.

#### **c) Road Closure**

Peter advised that he has meet with York Region Police regarding the road closures.

#### **d) Awards Ceremony**

The Awards Ceremony will be held at the January 24, 2012 Council meeting. It was suggested that a Certificate of Appreciation also be presented to Crupi.

#### **e) Operation Staff**

Operations staff need to do the following:

- Pick up the sleigh on Thursday November 23, 2011 from the Museum
- Pick up the judge's stand on Friday November 24, 2011 from Buttonville Airport
- Need to have the reindeer transported from the Civic Centre to the Crupi yard by 9:00 AM on Friday November 25, 2011

f) **Grand Marshall**

Dennis Flaherty was unable to have Lloyd Robertson be the Grand Marshall.

The Mayor's Office is in the process of requesting Ms. Rebekah Boscariol to be the Grand Marshall.

g) **Banner**

Dennis Flaherty needs to forward the art work to the sign shop.

**ADJOURNMENT**

The meeting adjourned at 4:50 PM.