



MINUTES

**MARKHAM SANTA CLAUS PARADE COMMITTEE
ROTARY CLUB OF MARKHAM SUNRISE INC.
Engineering Boardroom, Markham Civic Centre
October 4, 2011**

Attendance

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

Guests

Robert McInnes, Markham District Vets Association (Toy Mountain)
Mickie Mansour, Markham District Vets Association (Toy Mountain)
Daniel Quigley, Markham District Vets Association (Toy Mountain)

The meeting convened at 4:00 PM with Jim Sandiford in the Chair.

1. MINUTES OF MEETING HELD SEPTEMBER 6, 2011

Moved by Christine Matthews
Seconded by Councillor Colin Campbell

That the minutes of the Markham Santa Claus Parade Committee meeting held on September 6, 2011, be adopted.

CARRIED

2. Toy Drive

Mr. Robert McInnes, Markham District Vets Association (Toy Mountain) addressed the Committee advising that they are interested in having a float in the Santa Claus Parade to gather toys from participants watching the parade.

Jim Sandiford asked Mr. Robert McInnes to send him an e-mail and they will further discuss the following:

- What time should the float arrive and at what location
- Where in the line up of floats will their float be
- Is it ok to have CTV news there
- Can the vets be there
- Provide details to Dennis Flaherty, Director, Communications & Community Relations and he will ensure the information of the toy drive is advertised together with the Santa Claus Parade

Ms. Christine Matthews is to confirm which merchants along Main Street, Markham will accept toys for the toy drive.

3. ITEMS FOR DISCUSSION

a) State of Reindeer

There was discussion with respect to repairing the reindeer.

Andrea Guarino, Events Supervisor advised that she will contact Unionville High School and request if there are students interested in painting and repairing the reindeer.

b) Priority of needs regarding Capital Acquisitions

The repair and/or replacement of the reindeer was identified as a priority.

Councillor Colin Campbell advised that he will contact Long & McQuade regarding the portable microphone. He will offer them advertising if they waive the rental fees.

c) Santa Claus Float

There was discussion regarding whether the theme should be "*A Christmas Celebration.....the Spirit of Giving.*"

The Committee discussed adding a tree with presents to the float and a fireplace.

It was confirmed that the date scheduled to work on the float will be November 25, 2011 at the Crupi yard with the following volunteers: Andy Taylor, Joel Lustig, Dennis Flaherty, Andrea Guarino, Fred Rich, Colin Campbell, Alida Tari and Bob Walter.

d) Sponsorship

Dennis Flaherty confirmed that Honda will provide four vehicles for the parade and will require volunteers to drive them.

Jim Sandiford will forward the information he has received from Angus Glen to Joel Lustig. Joel Lustig will assist in trying to obtain \$1200 cash donation, two foursome golf passes to be auctioned off and twelve golf carts to be used for the parade.

e) **Driver Training**

The Canada Room has been booked for the driver training session.

f) **Awards Ceremony**

The Awards Ceremony will be held on the first Council meeting in January 2012.

g) **Santa-Fest, Festival of Lights**

Christine Matthews confirmed that the event will be taking place. It was noted that the stage for Rogers will need to be set up for 7:00 AM that morning.

h) **Volunteers**

Jim Sandiford confirmed that he has plenty of student volunteers.

i) **Grand Marshall**

Dennis Flaherty is to contact Lloyd Robertson requesting if he would be the Grand Marshall.

j) **Sponsorship**

It was noted that some of the sponsorship funds received will go towards Capital Fund.

k) **Advertising**

The Committee suggested that the following be used to advertise the Santa Claus Parade: Electronic Information Boards, Town of Markham Website, Markham Life magazine, CP24 news, Breakfast Television

l) **Celebrity Judges**

The Committee suggested that Ms. Rebekah Boscariol and Allan Bell from Markham Stouffville Hospital be asked to be a celebrity judge.

4. DATE OF NEXT MEETING

The next meeting of the Markham Santa Claus Parade Committee is scheduled for Tuesday November 1, 2011 at 4:00 PM

ADJOURNMENT

The meeting adjourned at 5:00 PM.