

DIAMOND JUBILEE STEERING COMMITTEE OF MARKHAM

Canada Room

Thursday, September 29, 2011 7:00 pm

Attendees

Warren Carroll
Cindy Clements
Roger Clements
Sharona Clements
Vivienne Hansford
Councillor Alan Ho
Ed Joaquin
Stu Kellock
Kwan Ho Leung
Col Hugh Stewart
Bev Stewart
Khalid Usman
John Webster
Odette Yu (on behalf of Steven Yu)
Deputy Mayor Jack Heath
Bonnie Leonard (staff)

Regrets

Randy Barber
Cam Durham
Councillor Logan Kanapathi
Denis Pritchard
Mary Webster

The meeting commenced at 7:00 pm with Deputy Mayor welcoming everyone. He especially recognized those that served on the 2002 Golden Jubilee Committee for again offering their experience and enthusiasm to the Diamond Jubilee Committee and thanked all for coming to help prepare the 2012 celebration.

There was no formal meeting agenda. The purpose of the meeting was to bring members up to date on the latest developments concerning the 60th anniversary of the Queen's accession and to brainstorm and strategize the Town's involvement and possible events for 2012.

1. DIAMOND JUBILEE COMMITTEE PROPOSAL TO COUNCIL

Jack Heath went through the background to the Diamond Jubilee Committee by stating that, at his request, Stu Kellock and John Webster made a power-point presentation to Council on May 30, 2011. Upon receipt of the presentation, Council instructed them to report back to General Committee in the fall with a proposed structure of the Steering Committee and Terms of Reference. Following their submission, Stu Kellock, John Webster and Deputy Mayor Heath met with Mayor Scarpitti on September 27 to outline their proposal to him and get his feedback which, by all accounts, was very positive.

DEPUTY MAYOR JACK HEATH'S MOTION:

The Deputy Mayor stated that the three of them had met several times during the summer looking at establishing a committee and opportunities for 2012. He recommended:

That Stu Kellock and John Webster be appointed co-chairs for the Diamond Jubilee Committee and he be appointed vice-chair.

CARRIED BY UNANIMOUS VOTE.

2. SUMMARY OF DISCUSSION

It was determined that the committee be established to celebrate the jubilee through a series of events, both annual and specifically tailored to the occasion. The intent is to form a broad community-based committee, led by a steering committee, to create, plan, and conduct these events. It was important that the committee build upon existing groups and their corresponding infrastructure rather than create a multitude of events of its own. It was felt that the committee should ensure more multi-cultural groups, reflecting the diversity and changes within Markham, be included in the process than was a decade ago.

3. DISTRIBUTION OF BACKGROUND MATERIALS

To stimulate discussion of possible events and to refresh the memories of members of the many successes of 2002, the following items were distributed: (see attached)

- January 04, 2002 – Submission to Town Finance Committee re: structure and objectives of the Golden Jubilee Committee
- April 14, 2003 – Community Services & Environment Committee extract - Golden Jubilee financial summary and summary of activities
- September 28, 2012 – Communiqué from Robert Finch concerning ideas for the 2012 Diamond Jubilee

4. DIAMOND JUBILEE COMMITTEE PROPOSED IDEAS

The committee discussed the following:

Grants

- Deputy Mayor Heath Jack stated that he had submitted a request to the 2012 Budget Committee for \$50,000 which was double the amount received by the Golden Jubilee Committee 10 years ago. Members suggested that an approach also be made to the federal or provincial governments for grants. Co-chair Kellock has been investigating grant opportunities and said that the deadline to fill out and submit the myriad of forms to Heritage Canada was October 31, 2011 which left little time for this new committee to link a grant to a specific project to ensure eligibility. He added that the Heritage Canada grants will be done in two parts coinciding with the first and second halves of 2012.

Signature Events

- Monday, February 6 – Citizenship Ceremony – **60** new Canadian citizens sworn in at the Council Chamber (That's the exact date of the Queen's accession to the

Throne). Co-chair Webster and Mary Webster, who worked on the February 6, 2002 event, will do some preliminary work on this.

- Invite the Queen to dedicate a significant new Markham complex. She is expected to visit Canada in the fall as she did in 2002. Jack said he felt it almost certain that the Queen will have some activities in 2012 on the Niagara Peninsula to recognize the 200th Anniversary of the War of 1812; therefore she will be in our area.
- Invite Prince Charles if Her Majesty was unavailable. Co-chair Kellock believes that the Prince of Wales may also visit next year. Question – same time frame?
- Host a town crier competition.
- Markham Fair 2012 – culminating Queen's Jubilee with a big final event, a Royal Tattoo as in 2002? The Fair has been informed that we are thinking about this.
- Celebrate the Queen's birthday April 20, 2012. At Markville as in 2002
- Introduce a Victoria Day Celebration in Markham for the Diamond Jubilee. Jack stated that the Mayor thought this was a great idea and that it might be held here by the flag poles outside the Civic Centre, but the Deputy Mayor cautioned that fireworks can cost \$1,000 a minute or more and noted that such an event, being new in Markham, would test the 2002 principle of going where crowds already exist, rather than creating new events.
- Work with the many 2012 Markham Festivals – Unionville, Markham, Thornhill, Milliken Childrens, etc. to introduce jubilee themes.
- Jubilee events at seniors centres and with the other seniors committees.
- Hold a big celebration of those married 60 years – garden party in the summer?
- Find an event or events to welcome people celebrating their 60th birthdays in 2012.
- Participate in the June Gala Dinner hosted by Lieutenant Governor David Onley downtown.
- Unveil / dedicate Markham venues as the "The Diamond Jubilee XXX".
- Host concerts at the bandshell similar to a "Night at the Proms".
- Invite sports groups to have a special "jubilee event" and we could distribute small Jubilee awards to the winners.
- Set up a Markham 2012 Jubilee Award for various interests. Discussion was led by Co-chair Kellock on the matter of a federal government Diamond Jubilee Medal as he believes some will be distributed by municipalities this time, unlike in 2002. Possibly a dozen?

Branding

This was identified as a significant component of the Diamond Jubilee effort throughout the Town. Committee members wanted some sort of permanence to remain after the year was over, similar to the designation of Hwy 401 as "Highway of Heroes" which will continue after the current involvement in Afghanistan.

- "Start a Wave" of interest throughout the Town via banners, flags, advertisements
- Block and street parties

- Get official flags from Ottawa
- Develop a logo for Markham as in 2002 which Stu said will be permitted again and get the logo on Town's website and letterhead
- Revitalize the website which John has been maintaining these past 10 years (thanks!)
- Outreach – speakers bureau
- Banners on Town lampposts
- Jubilee coins
- Kits for schools and other groups in “Royal Red Boxes” – similar to what the Queens opens on a daily basis from Whitehall
- Sponsorships needed (Royal Bank of Canada, etc.)
- Signature Tea, hold a contest early in the year to select the best blend. Roger Clements to develop
- Attend the British show at the CNE and the Royal Winter Fair

Some Other Ideas

- Sharona Clements said that the McMichael Gallery in Kleinberg might be holding a show in 2012 on The Monarchy & Photography. They might be interested in working with Markham and one of its cultural centres as well. Can we get Bryan Adams' photos of the Queen?
- Markham's service groups, Lions, Rotary, etc. We should roll out a program through them.
- Schools were identified as being a target audience with essay contests, poster contests, etc but Bev Stewart cautioned that unless part of current curriculum, it is a challenge to get schools involved.
- Determine if Region of York or its other 8 lower-tier municipalities are planning any Diamond Jubilee celebrations.

5. NEXT STEPS

- Co-chairs Stu Kellock and John Webster to make final presentation to Council to establish the committee and develop support. They will mention that some staff resources will be needed beyond Deputy Mayor Heath's staff assistance.
- Possibly produce a disk of 2002 activities for Council presentation with the help of Warren Carrol and Vivienne Hansford
- Establish mailing lists to invite outside groups to get involved – places of worship, ratepayers groups, churches, service groups, youth groups like the Cadets, the Mayor's Youth Task Force, etc.

6. ADJOURNMENT

The meeting concluded at 8:40 pm

NEXT MEETING: Wednesday, October 19, 2011 7:00 pm
Canada Room