



MINUTES

**MARKHAM SANTA CLAUS PARADE COMMITTEE
ROTARY CLUB OF MARKHAM SUNRISE INC.
Canada Room, Markham Civic Centre
September 6, 2011**

Attendance

Jim Sandiford, Rotary Club of Markham Sunrise Inc. - Chair
Councillor Colin Campbell
Peter Cusimano, Rotary Club of Markham Sunrise Inc.
Dennis Flaherty, Director, Communications & Community Relations
Keely Grasser, Assistant to Councillor Colin Campbell
Enzo Greco, Public Program Supervisor
Joel Lustig, Treasurer
Christine Matthews, Markham BIA, Event Co-ordinator & Community Liaison
Jon Styles, Supervisor Operations
Bob Walter, District Manager, Operations
Kitty Bavington, Council/Committee Coordinator

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

1. MINUTES OF MEETING HELD NOVEMBER 10, 2010

Moved by Peter Cusimano
Seconded by Councillor Colin Campbell

That the minutes of the Markham Santa Claus Parade Committee meeting held on November 10, 2010, be adopted.

CARRIED

2. CORRESPONDENCE

The Committee received correspondence from Diane Kobelansky representing the Markham BIA, requesting the Parade be postponed until 3:00 p.m. in order to shorten the street closure time and encourage the public to remain at the street between the two main events: the Parade and the Festival of Lights. Jim Sandiford advised that it is not possible to change the time, as many of the participants and the Cable coverage have already been booked, and invitations have already been sent out.

3. ITEMS FOR DISCUSSION

a) 2010 Financial Results

The Chair distributed budget summary information for the 2010 Actual and 2011 Budget amounts. The Committee reviewed the figures and Mr. Sandiford responded to questions.

b) 2011 Budget

The Committee discussed 2011 Budget items. The Chair advised that he anticipates the Police and the Toronto Zoo expenses will increase this year. Washroom structures are now in place and temporary/rental facilities will not be required for 2011.

c) Theme for 2011 Parade

Several suggestions were made for the theme. It was determined that the theme should encourage inclusivity for the whole community. "*A Christmas Celebration*" was confirmed as the 2011 Parade Theme.

d) State of Reindeer

The Chair advised that the condition of the reindeer for the Santa float is a concern, and replacement or repair will be required. This project could be expensive as costs are estimated at approximately \$2,500 per unit. The Chair stated that he will be applying for Trillium Funding, but it will be too late for this year.

Operations staff agreed to take a look and see what can be done to repair and freshen them up with paint for this year. Christine Matthews advised that she has a source for the purchase of new reindeers and accessories, and will provide details at the next meeting. Another suggestion was to obtain sponsors for each of the reindeers.

e) Priority of Needs Regarding Capital Acquisitions

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

A portable microphone is needed. Councillor Colin Campbell offered to approach Long & McQuade regarding rental or donation of the equipment.

The Committee discussed appropriate allocation for candy, decorations, accessories, and Christmas trees. Dennis Flaherty and Christine Matthews will put together a proposal for expenditures in the amount of \$1,000 to \$1,500 for the next meeting.

f) Road Closures

Christine Matthews advised that there was difficulty with the opening of the road between events last year, so the road will remain closed all day in 2011.

g) Selection of Bands for Parade

Jim Sandiford advised that the bands have all been confirmed.

h) Santa Claus Float, Markham-Unionville Rotary Club

The Committee discussed the need to spruce up and enliven the Santa Claus float. It was suggested that the set design team for the Markham Theatre be enlisted to assist in upgrading it. Accessories to the float will be included in the expenditure proposal being prepared under Item # e).

i) Sponsorships

The Committee discussed the current major sponsors: Angus Glen; Pace; and Powerstream. At least one more major sponsor is recommended, to supply vehicles. Staff will contact Honda as a potential sponsor; however, the Parade organization should be providing their own drivers. Jim Sandiford agreed to provide the standard sponsorship request letter to Dennis Flaherty. Councillor Colin Campbell offered to approach Pace regarding an increase to their sponsorship.

Commercial floats generally require an entrance/sponsorship fee of \$250, in addition to the entrant's responsibility to build and maintain the float. There were 21 floats in 2010. The Chair agreed to ensure all commercial floats pay the full \$250 fee.

j) Waivers for Parade Participants

The same waivers as used in 2010 will be used again in 2011. They have been approved by the Town's Legal Department.

k) Driver Training

Driver training will take place on the Monday or Tuesday evening prior to the Parade. The Clerk will look after booking the Canada Room for this function.

l) Awards Ceremony

It was agreed that the awards presentation at a Council meeting in January worked well last year, and it was supported for this year again. Dennis Flaherty will arrange for the presentation at the first Council meeting in January, 2012.

m) Santa-Fest, Festival of Lights

The Committee discussed road closures and it was advised that the road will remain closed between the two events this year.

The request to postpone the Parade until 3:00 p.m., in order to shorten the street closure time and encourage the public to remain at the street between the two main events was discussed, but the request could not be accommodated.

n) Volunteers

The Chair advised that he has a list of volunteers and there is an adequate amount available.

o) Grand Marshall

The Committee endorsed Lloyd Robertson as the first choice for Grand Marshall. Dennis Flaherty will request the Mayor contact Mr. Robertson as soon as possible in this regard. The Committee members will be e-mailed with the response and alternate choices will be contacted if necessary. Alternate suggestions included a young female swimmer, or a baseball player.

p) Subcommittees

- Sponsorships: Joel Lustig and Dennis Flaherty
- Volunteers: Jim Sandiford
- Police/traffic/roads/operations/clean-up: Peter Cusimano
- Awards: To be determined

4. OTHER BUSINESS

Advertising

It was confirmed that the date and time of the Parade is Saturday November 26, at 11:00 a.m. Dennis Flaherty will coordinate advertising on the Town website, the Town's news page in the Markham Economist and Sun, and in the Markham Life magazine. Notices that are sent out to surrounding properties regarding the road closure will also contain promotional information.

It was noted that these opportunities for promotion may encourage sponsors to commit early and more generously.

Celebrity Judges

Adding celebrity judges would attract the public and provide an opportunity to represent other facets of the community. Committee members were requested to send suggestions to the Chair.

Toy Drive

Councillor Colin Campbell, on behalf of the Vet's Association, requested permission to collect toy donations along the route. The Committee agreed to the request and made several suggestions to facilitate collection.

5. DATE OF NEXT MEETING

The next meeting of the Markham Santa Claus Parade Committee is scheduled for Tuesday October 4th at 4:00 PM

ADJOURNMENT

The meeting adjourned at 5:00 PM.