



MINUTES
2011 MARKHAM CANADA DAY COMMITTEE
2011-06-20
Meeting No. 4

Attendance

Members

Taylor Huff
Mark Kai
Peter Still
Irene Tse

Council

Councillor Alex Chiu

Staff

Dennis Flaherty, Director, Communications &
Community Relations
Enzo Greco, Markham Museum Public
Programs Coordinator
Andrea Guarino, Corporate Communications
Rob Hincks, Operations
Wendy Lucas, Assistant to Councillor Moretti
Tiffany Mak, Assistant to Councillor Landon
Steve Matunin, Supervisor, Operations
Joanne Olson, Special Events Assistant
Cynthia Taylor-Huff, Assistant to Councillor
Chiu
Matt Vetere, Financial Analyst
Bob Walter, Operations
Darshika Patel, Committee Clerk

Regrets

Perry Chan
June Lee
Councillor Carolina Moretti
Olivia Bella, Event Management & Outdoor
Sports Coordinator
Morgan Jones, Operations
Jon Styles, Operations
Andy Taylor
Mandy Ou

The third meeting of the 2011 Markham Canada Day Committee convened at 5:05 p.m. with Councillor Alex Chiu in the Chair.

1. ADOPTION OF THE MINUTES OF THE APRIL 18, 2011 MEETING

Moved by: Rob Hinks
Seconded by: Bob Walters

That the minutes of the Markham Canada Day Committee meeting held on April 18 and May 16, 2010, be adopted.

CARRIED

2. PLANNING FOR CANADA DAY 2011

a) Food Vendors

Irene Tse informed the committee that there is no longer any vacancy for booths for food vendors. All booths have been sold out. There will be a diverse range of food offered for sale.

b) Mayor's Seniors Luncheon

Cynthia Taylor-Huff stated that 9:30am is the scheduled meeting time for the luncheon at the Le Parc Conference Centre and Banquet Hall. Student volunteers will be available at 9:30am to assist with set-up. Also, it was noted that 2 First Response attendants will be at the luncheon. Ms. Taylor-Huff will meet with John from Le Parc to finalize details.

c) Parade

Peter Still reported there are 33 entries for the parade and this has been sent to councillors to finalize. Also, hybrid cars will be available to use for the parade. Mr. Still will touch base with Councillor Carolina Moretti as two additional drivers may be required. Town staff may be used as drivers if there are not enough drivers.

d) Items such as pylons, signs, numbers and measuring tape is required. A total 35 volunteers will be available to assist. A list volunteers has been given to Ms. Taylor-Huff and the rest to Taylor Huff.

e) Children's Activities

All children activities has been confirmed and booked. There will be 8-10 volunteers for the buses and at the children's stand. This year, the tent will be renamed to honour Jeanne Bowman. It will be necessary to create a banner for the tent with Ms. Bowman's picture. In the future, it may be a good idea to create a caricature of Jeanne Bowman for display.

f) Media

There was a press conference held earlier on Monday June 20th attended by OMNI television. There have been ads placed in the town's newspaper in regards to the Canada Day event and the senior luncheon. Another ad will be featured on this week's paper. The committee is on schedule with the media.

g) Entertainment

Enzo Greco handed out the final entertainment schedule to the committee. He stated that that all performers will be paid and this schedule has a tight timeline. Thus, it is important that the parade is not late otherwise it will impact the entertainment schedule for that day.

h) Volunteers

Tiffany Mak stated that the volunteers are all set. Also, she asked members if any additional t-shirts may be required. It was suggested that name tags be used for those that do not have a t-shirt.

i) Transit Arrangements

Arrangements have been made to have bus drivers get to the event at 11am. There will be 2 shuttle buses available after the parade

j) Security

Arrangements have been made to have paid overnight duties and officers on bicycles.

k) Arrangements should be made to have officers assist with transportation of shuttle buses. 9:00pm to 11:30pm will be the busiest time for clearing out the parking lot.

l) Advertising/Posters/Invitations

This was already discussed in the media section. No further updates.

m) Sponsorship

Councillor Carolina Moretti and Councillor Alex Chiu are working on sponsorship.

n) Miscellaneous

It is important that the sponsored cars go on to the grass during the opening ceremonies. The 55 footer float must stay where the buses will be in the lot. Furthermore, it is not necessary to have a bylaw officer attend this event. Also, a golf cart will be required to carry the photographers.

3. PARKING LOT

The list of details for the parking lot has been completed. It was noted that only dogs on leashes are allowed to attend this event at the park.

4. NEW BUSINESS

a) Glow Bracelet

Enzo informed the committee that there is interest in having glow bracelets distributed to attendees at the event. However, the committee decided there is no money in the budget to buy glow sticks.

b) Service Canada

Service Canada has requested a table at this event to promote their new office in the Markham location and to connect young workers to local employers. Their presence at the event was turned down as the committee felt that they did not fit well with the theme.

5. DATES OF FUTURE MEETINGS

The next meeting of the Markham Canada Day Committee is scheduled for Monday June 27, 2011 at 5:00 PM in the York Room at the Markham Civic Centre.

6. ADJOURNMENT

The fourth meeting of the 2011 Markham Canada Day Committee adjourned at 6:10 PM.