



**DOORS OPEN MARKHAM 2024  
ORGANIZING COMMITTEE**

**MINUTES**

**Electronic Zoom Meeting  
January 11, 2024**

**Attendance**

**Present**

Andrew Fuyarchuk  
Jude Mahmoud  
Agatha McPhee  
Kenneth Ng  
Ken Steinberg  
Councillor Reid McAlpine

**Regrets**

Bowie Leung  
Yat Chi Ling  
Domenica Tang  
Regional Councillor Alan Ho  
Chris Rickett, Director, Economic Growth,  
Culture and Entrepreneurship

**Staff**

Audrey Bouman, Corporate Communications  
Bryan Frois, Office of the CAO  
Regan Hutcheson, Manager Heritage  
Planning  
Maxine Roy, Manager, Corporate  
Communications  
Renee Zhang, Manager, Corporate &  
Community Events  
Bev Shugg Barbeito, Committee Clerk

**1. CALL TO ORDER**

The Doors Open Markham 2024 Organizing Committee was called to order at 5:35 PM with Andrew Fuyarchuk serving as Chair.

**2. CHANGES OR ADDITIONS TO THE AGENDA**

The agenda was accepted as distributed.

**3. ADOPTION OF THE MINUTES OF THE DOORS OPEN MARKHAM 2024 ORGANIZING COMMITTEE MEETING HELD ON NOVEMBER 22, 2023**

It was advised that the names of George Duncan and Peter Wokral should no longer be included on the attendance list.

It was

Moved by            Agatha McPhee  
Seconded by        Ken Steinberg

That the minutes of the Doors Open Markham 2024 Organizing Committee meeting held on November 22, 2023 be adopted with the change noted above.

CARRIED

**4. MATTERS ARISING FROM THE MINUTES**

**(a) Review of Terms of Reference**

Renee Zhang reported that the Clerk's Office had advised that the committee should remain at ten members, with a pool of alternate members who could replace a member who leaves the committee. Since this was the only outstanding matter, staff will now finalize the Terms of Reference.

**(b) Theme**

The Committee confirmed the choice of "Moving Forward, Looking Back" as the theme for this year's event, including the idea of weaving a theme of innovation today and yesterday into the choice of sites.

**(c) Event Sites**

Renee Zhang advised that York University has confirmed that it would prefer to participate in 2025, after the official opening of the Markham Campus in fall 2024. Committee members reviewed each of the other proposed event sites; please see Appendix A for the revised list of sites that will be approached about participating. Committee members discussed how best to approach the potential event sites to confirm their participation. Renee Zhang volunteered to send an initial email to those sites which belong to the City, and then once they identify a point of contact, she will connect them with Andrew Fuyarchuk to coordinate the logistics. Andrew Fuyarchuk will contact the remaining sites to confirm their willingness to participate.

It was recommended that Committee members continue to think of other potential sites, which meet the theme of "Moving forward, Looking back", in case some proposed sites are not able or willing to participate. Committee members suggested including interesting places of worship. Maxine Roy reviewed a list of Doors Open Markham signs from previous years to give Committee members an idea of some of the other locations that have been included in previous years. The list will be shared with the Committee.

A new site, the E. J. Sand Public School on Henderson Avenue in Thornhill was proposed. Ken Steinberg will speak with Councillor Irish and Board of Education officials, and then report back to the Committee on the feasibility of this site.

Committee members were reminded that a minimum of 10 sites is required according to Ontario Heritage Trust regulations. It was noted that the Early Bird registration fee is due by January 31, 2024, site descriptions for at least three sites are due by March 31, 2024 and then, 30 days before the event, information for the remaining 7 or 7 plus event sites must be submitted.

The Committee discussed the role of the committee on the day of the event. Corporate Communications staff will not be helping on the day of this event as it is not a corporate communications event. It was explained that Committee members support the sites by ensuring the sites have a supply of brochures, and by helping to resolve any issues that occur. The logistics of supporting the sites will be considered when finalizing the number of event sites.

**(d) Budget**

Renee Zhang reviewed a high level budget with Committee members. There is a \$7,500 budget allocation from Celebrate Markham for the Doors Open Markham 2024 event; there is no deficit or surplus affecting that amount. There are three different expense categories: (i) Marketing and Communications, which will be managed by Maxine Roy and Audrey Bouman Corporate Communications; (ii) Event registration - Regan Hutcheson has started the work and the cost for the registration is \$1,000 plus HST. It will be confirmed whether the HST amount is charged against the budget; and (iii) Other miscellaneous expenses such as t-shirts for volunteers, water for volunteers on the day of the event, and refreshments at the orientation session. It was noted that T-shirts may be expensive; the Committee may consider other options such as reusable City of Markham Event Volunteer vests.

In response to questions about the budget for Marketing and Communications, Committee members were advised that staff could now attach dollar values to items of the draft communications plan presented at the previous meeting. Staff will confirm whether HST is charged to the budget and present a more detailed budget plan at the next meeting for review by the Committee. At the Committee's suggestion, \$500 of the budget will be designated as "Contingency".

Committee members discussed the possibility of obtaining sponsorships for the event. It was advised that, while the City of Markham has a corporate sponsorship package, Doors Open Markham isn't included in the package because it's not identifiably a city exclusive event. Maxine Roy will discuss sponsorship possibilities with Communications staff; however, it was recommended not to pursue sponsorships this year, if the current amount of funding can support what is needed for this year's event.

Regan Hutcheson reported that the registration form has been started and the cheque has been requested through the City's treasury finance department. The registration will be finalized this week because it must be submitted by January 31, 2024 to take advantage of the early bird rate of \$1,000.

**(e) Draft Communications Plan**

Maxine Roy advised that staff will propose budget amounts for the various items, such as flyers, posters, electronic signs, social media messages et al, for the high level draft communications plan presented previously. At the next meeting, Committee members could discuss which efforts they think would have the most impact.

**(f) Roles and Responsibilities**

Renee Zhang advised that staff had drafted the Roles and Responsibilities document to identify the issues to be dealt with, and then to identify which responsibilities would be handled by Corporate Communications, the Planning department, the Community Events department, and the Doors Open Organizing Committee. Renee Zhang and Regan Hutcheson briefly reviewed the document with Committee members.

Maxine Roy provided explanations about communication strategies; staff will work with Committee members to revive the Doors Open Facebook page to see virtually how many people are expressing interest. The Clerk's Office will be asked to provide a complete list of community members on the Committee. Committee members were asked to consider taking on various roles, such as Volunteer Coordinator or Site Coordinator; Kenneth Ng and Andrew Fuyarchuk will discuss taking on these roles.

**5. NEW BUSINESS**

None was identified.

**6. OTHER BUSINESS**

None was identified.

**7. NEXT MEETING**

The next meeting of the Doors Open Markham 2024 Organizing Committee is scheduled for Wednesday, February 7, 2024 at 5:30 p.m., via Zoom.

**8. ADJOURNMENT**

The Doors Open Markham 2024 Organizing Committee adjourned at 8:00 PM.

## **APPENDIX A**

### **TENTATIVE SITES INCLUDING HERITAGE SITES**

***UPDATED JANUARY 11, 2024***

**Deadline for registration is January 31<sup>st</sup>**

**Registration closes March 31st**

1. Heintzman House
2. Markham Village Train Station
3. Unionville Train Station Stiver Mill
4. (Stiver House – Main Street Unionville)
5. Old Curiosity Tea Shop (Main Street Markham)

www. cuppa.ca <https://www.instagram.com/markhamtearoom/?hl=en>

6. Old Markham High School

<https://www3.markham.ca/Markham/aspc/heritage/photo/details.aspx?FOLDERRSN=306460>

7. Thornhill Village Branch Library  
<https://markhampubliclibrary.ca/locations/tv/>
8. Heritage Estates Markham
9. Fire Station (across from Markham Village Train Station on Main Street)
10. Markham Museum
11. IBM lab
12. Venture Lab
13. Semi-Conductor
14. E. J. Sand Public School, Thornhill