



2013 MARKHAM CANADA DAY COMMITTEE

MINUTES April 22, 2013 Meeting No. 2

Attendance

Members

Rocky Chen
Catherine Johnson
Zhouyu (Joanne) Yang

Council

Councillor Carolina Moretti

Staff

Trinela Cane,
Commissioner of Corporate Services
Dennis Flaherty, Director, Communications &
Community Relations
Enzo Greco,
Markham Museum, Rental and Events
Coordinator
Gillian Shaw, EA to Councillor Moretti
Matt Vetere, Financial Analyst
John Vipond, Operations
Carlie Turpin, Committee Secretary
Andrea Conlon, Corporate Communications

Regrets

Angela Fu
Lauren Matunin
Mandy Ou
Morgan Jones, Operations
Steve Matunin, Supervisor, Operations
Jon Styles, Operations
Rob Hincks, Operations
Perry Chan
Antonette DiNovo
Nicole DiNovo
Michelle Rouble
Bev Shugg-Barbeito

The first meeting of the 2013 Markham Canada Day Committee convened at 5:34 p.m. with Councillor Carolina Moretti as the Chair.

1. ADOPTION OF THE MINUTES OF THE MARCH 25, 2013 MEETING

It was

Moved by Matthew Vetere
Seconded by Enzo Greco

That the minutes of the Markham Canada Day Committee meeting held on March 25, 2013, be adopted as distributed.

Carried

2. PLANNING FOR CANADA DAY 2013

a) Preview to Canada Day (Media Launch)

Dates have been confirmed for June 19th at 10:00 a.m. This item will be moved to the parked items list for future meetings, as new information becomes available it will be pulled for discussion.

b) Advertising/Posters/Invitations/Postcards

Andrea Conlon demonstrated different versions of the promotional posters to obtain feedback from the group. Due to time constraints there will not be a main performer this year. As a result adjustments will need to be made to the wording on the posters to reflect the diverse community performers, as opposed to a main performer. Andrea will provide revised wording to the group via email for this portion of the poster. The poster with the slogan “One, Markham, One Canada, One Family” was the favoured version presented to the Committee. The Committee requested the poster reflect different class of persons in the circle on the poster to be more reflective of the diversity in the community. Posters will contain the images being seen today as well as information to be revised/confirmed at a later date.

ACTION ITEM: Andrea will speak with Corporate Communications staff regarding arranging a mock up of the posters and will circulate to everyone via email.

Invitations for dignitaries for the preview of Canada Day should go out mid May. The Committee reviewed the invitation used last year and agreed to utilize the same format and layout as last year’s invites. Corporate Communications will provide a mock up to Councillor Moretti and Gillian Shaw for review prior to the next meeting. Post cards will be utilized again this year, following the same format as used last year. These will be placed in a number of community centres and local businesses prior to the event.

c) Mayor’s Seniors Luncheon

Confirmed that catering has been arranged with Merlyn, entertainment is confirmed for the Elvis impersonator and the venue has been confirmed. A meeting still needs to be scheduled with the Contact Centre prior to registration opening. Invitations will be sent to the senior’s Hall of Fame from last year. Agenda will need to be updated and AV requirements need to be determined. Arrangements need to be made/confirmed with Waste Management for the day of the event. Concern about getting volunteers at the event early enough to set up and ensure everything is in place. Suggestion to design a flow chart for the room set up the day of to ensure everything runs smoothly.

The date for the senior's hall of fame has been changed. A member of the Senior's Advisory Committee requested to set up a nomination table for the seniors awards at the Canada Day celebration. They would also like to play a short video during the celebration. The Committee agreed this was a good idea and would like to go forward with this idea.

ACTION ITEM: John Vipond to Follow up with Operations
for the location of reserved signs/bus
loading signs.

d) Parade

There are five confirmed participants and Antoinette is currently recruiting school bands to participate in the parade. She will be contacting previous participants to determine if they are interested again this year. Corporate Communications placed an advertisement in the Economist & Sun for submissions to the parade. Councillor Moretti and Trinela Cane have a meeting with a potential sponsor later this week. They will report back at the next meeting on the result. It was suggested to place the parade advertisement on the City's Portal page. Andrea suggested also placing it in the upcoming events section on Portal.

g) Transit Arrangements

YRT has been contacted and arrangements for shuttle buses and Senior's Luncheon buses have been made. There are seven locations in total require bus service for the Senior's Luncheon and each bus will require a sign to identify it's pick up location. Residents registering for the Luncheon will have to advise the Contact Centre if they need a bus shuttle and this will determine the total number of buses required at each of the 7 pickup locations. Additional signage may be required at Markville Mall to direct people to the pickup area in the parking lot. Staff will arrange a site visit to Markville Mall to determine the best location for signage. The Committee hopes to reuse any signage from last year to lower the sign costs and will review inventory to determine how many additional signs are required.

h) Food Vendors

There are currently 7 applications that have been received. Angela Fu has officially resigned from the Committee and Perry Chan has offered to assist with the arrangements for the food vendors.

i) Children's Activities

Rocky Chen reported that all performers from last year have signed on again this year, with the exception of one. The WOW Trailer will also be participating this year and it is planned to coordinate with the Children's Festival to have a booth at the park as well. The Committee expressed concern regarding the line up at certain children's activities last year, and would like to determine a way to make lines more formal. Rocky will speak with staff to determine the best approach to take for the lines.

j) Entertainment

Enzo distributed the entertainment schedule for the event. Dennis Flaherty reported he had spoken with Mr. Rammutula about the possibility of a Bollywood entertainer for this event and possible sponsorship of the entertainer. Dennis will report back at the

next meeting regarding the status for this. There was a suggestion that the Committee secure a big name entertainer for 2014 through Dennis's contact. Andrea Conlon recommended a performer who performed at the Many Faces of Markham event. Enzo Greco advised that he received an email from Councillor Kanapathi's EA for a Tamil dance group to possibly perform at the event. The total hours of entertainment is 7, with one hour of buffer time.

k) Sponsorship

Councillor Moretti, Trinela Cane and Dennis Flaherty are actively soliciting sponsors for the event.

m) Miscellaneous

- John Vipond met with YRP last week to discuss staffing levels required for the event. There will be five constables, one sergeant and two vehicles for the day. Recommendation to have a contact person on staff to liaise with the police for approving any performers needing access to the site during the parade. Enzo Greco and Rob Hinks to coordinate this.
- John Vipond to have a sign that reads "Information/Lost & Found" to be placed near the Markham tent.

4. OTHER BUSINESS

Gillian Shaw provided an update on the stage and sound. There has been an issue with the budget that will require the Committee to pay \$800 to ESA for the site inspection of all electrical set ups due to changes in regulatory requirements. Dennis Flaherty will contact someone regarding this new fee and the requirements for this fee. He will report back at the next meeting.

Trinela Cane questioned what role By-law officers will be playing during this event. Gillian Shaw will follow up with Bill Wiles to determine event requirements.

5. DATES OF FUTURE MEETINGS

The next meeting of the Markham Canada Day Committee is scheduled for Monday, May 27, 2013 at 5:30 PM in the Council Chambers at the Markham Civic Centre.

If unable to attend a meeting, Committee members were asked to email regrets and an update for their assignment to either Councillor Moretti or Gillian Shaw.

6. ADJOURNMENT

The first meeting of the 2013 Markham Canada Day Committee adjourned at 6:37 PM.