

Doors Open Markham Committee

Terms of Reference

Objective

The Committee will oversee and undertake the planning and implementation of the annual Doors Open Markham event. Doors Open Markham is a Town wide event in which a number of private and public buildings, usually of cultural heritage value or interest, are open to the public for viewing at no charge. Markham's event has traditionally been part of the Doors Open Ontario celebration operated by the Ontario Heritage Trust.

Composition

The Committee shall be comprised of the following members:

- Up to 10 members of the public and outside organizations (recruitment will include areas not represented by a BIA);
- Up to 2 members of Heritage Markham (municipal heritage committee)
- A representative of the Friends of the Markham Museum (staff or volunteer member)
- A representative of the Unionville BIA
- A representative of the Markham Village BIA
- A representative from the Thornhill Heritage Conservation District
- Manager, Heritage Planning (or designate) - non voting
- Manager, Community Relations (or designate) - non voting
- 2 members of Council

Members will be appointed by Council.

Roles and Responsibilities

To undertake the planning and implementation of this event through the following tasks with the assistance of Town staff:

- Registration of the Event
 - Submission of registration forms and fees to Ontario Heritage Trust
- Financial Assistance
 - Develop an event budget
 - Obtain Town grant, donations, assess other revenue sources
- Site Selection and Implementation
 - Identify potential sites, themes
 - Identify related activities that can participate during event (i.e. artists program)
 - Contact owners for participation
 - Obtain completed application forms

- Follow up before and after event
- Pre-event meeting
- Distribute signs and materials
- Thank you letters
- Sponsorship and Partnership
 - Identify and contact potential sponsors (water, food, services, shirts)
 - Secure media sponsors
 - Seek creative partnerships with groups and businesses with a heritage interest
- Advertising and Promotion
 - Develop promotional materials (brochures, maps, etc)
 - Contacts with Media
 - Develop and place advertising, brochure distribution
 - Media Releases/ Community Calendar/ website

- Volunteer Support
 - Secure volunteers for event day (other organization, community hours)
 - Preparation of materials for volunteers
 - Identify responsibilities of volunteers per site
 - Thank you to volunteers

- Statistics, Evaluation and Reporting
 - Develop and undertake visitor surveys during event- tabulate/summarize
 - Track expenditures and revenues
 - Evaluation and recommendations for future events
 - Final financial statement for Town

As to the role of Town staff versus that of Committee members, it is anticipated that staff will undertake tasks such as submitting the budget for grant assistance, tracking the overall budget, registration of the event, and support for the production of communication materials approved by the Committee. Committee members will be involved in site selection, securing volunteers, promotion, and obtaining sponsorship and partnerships. Some tasks will involve sharing of responsibilities and collaboration between both staff and Committee members.

Sub-Committees

Sub-Committees of the Doors Open Markham Committee may be created to undertake specific responsibilities and tasks. Non-committee members will be permitted to serve on Sub-Committees.

Remuneration

None

Frequency of Meetings

Meeting monthly (day and time to be determined by committee members)

- Approved by Council on December 4, 2009
- Amended at the April 5, 2011 Council Meeting, as follows: two (2) members of Council was added to the composition.

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