



GRAND VALLEY

## STAFF REPORT

**To:** Mayor and Members of Council  
**From:** Meghan Townsend, CAO/Clerk  
**Meeting Date:** August 12, 2025  
**Report Number:** 2025-144  
**Subject:** Santa Claus Parade Committee

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### Recommendation

**THAT** Council directs the CAO to ask the interested party to assume the role of Chair for the Santa Claus Parade Committee and to ask them to resume the work of the Committee in planning the annual parade and holiday events.

### Executive Summary

#### Purpose

To notify Council of the resignation of the Chair of the Santa Claus Parade Committee and of the offer of assistance by a new person willing to assume the role of Chair.

#### Key Findings

Rob Young is willing to take on the role of Chair and lead the Committee, starting immediately.

#### Financial Implications

None

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## Report

### Background

For over a decade, Violet Bromley has devoted countless hours to the Grand Valley Santa Claus Parade – as a committee member, then as Chair for 10 years. She has decided that it is time to retire from that role and turn over the annual event’s management to a new chair. She provided her resignation and administration documents to the Mayor and CAO. She also sent an email to the Committee to let them know that she has retired.

### Discussion

A member of the Committee has advised the CAO that they are willing to assume the role of Chair and work with the Committee to continue the Parade. Rob Young has also been on the committee for more than a decade. He has assisted with planning and coordination for the parade, then volunteered on parade day to run the parade.

He advises that he is willing to take on the project and work to ensure that this year’s parade is as successful as the many in its 85-year run.

### Financial Impact

The Parade Committee receives donations from various groups and individuals. There is no financial impact of the change of Committee Chair. An exchange of banking credentials will be required.

### Consultations

Rob Young

### Attachments

None

### This report was submitted by

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### This report was approved by

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