

MARKHAM VILLAGE BUSINESS IMPROVEMENT AREA

October 17, 2024 – 9:00 a.m.

Via Zoom Videoconference

1. Call to Order

The meeting was called to order at 9:08 a.m. by Chair Paul Cicchini.

2. Attendance

• Paul Cicchini (Chair) • Brian Rowsell (Secretary) • Daniel Imbrogno • Councillor Karen Rea • Aly Daya • Tony Paul • Michelle Brady

Staff: • Heather Cook

Regrets: • Phil Howes

Guests: • Savindi Jinasena

3. Declaration of Tax and Environmental Obligations

The Chair advised that, to the best of his knowledge and ability, the BIA is compliant with all taxation and environmental obligations.

4. Disclosure of Pecuniary Interest

The Chair requested that Board Members disclose any pecuniary interests as they arise during the meeting. No disclosures were made.

5. Adoption of Previous Minutes

Moved by Daniel Imbrogno

Seconded by Tony Paul

That the minutes of the May 2024 Board Meeting be adopted as presented.

Carried.

6. Event Updates (Heather Cook)

Halloween Event:

- Event scheduled for the week following the meeting.
- Candy will be distributed to participating merchants.
- Pick-up at the BIA office preferred; delivery available upon request

Festival of Lights:

- Planning well underway.
- Coordination with City staff (Koby Yung), OTS, road closure contractor and YRP.
- Volunteer required for lower Main Street during event as the distance North to South is too much for one individual to cover.
- Returning features include wagon rides, train, carolers, performers and fireworks.

Shop Local Christmas Contest:

- 'Spend on Main Street' contest being planned.
- Customers receive entry with qualifying purchase.
- Further details forthcoming.

8. Communications & Member Services

New Business Welcome Package – A welcome letter to new businesses is being considered to provide information regarding heritage compliance, permit requirements, business responsibilities and any other related information.

- Available online and in hard copy for landlords and potential new businesses.

Website Needs Updating:

- Memberleap remains in use for membership database.
- Reached out to the Administrator who will be looking at methods to update the template while maintaining proprietary data.

Social Media & Digital Marketing:

- Heather requested a person that could help part-time with Social Media and Digital Marketing to ensure we are getting the Main Street Brand out.

9. Financial Report

Phil Howes reported no irregularities in the financial statements ending September 30, 2024.

10. Other Business

None.

11. Adjournment

The meeting adjourned at 9:55 a.m.