

MARKHAM VILLAGE B.I.A.
REGULAR BOARD MEETING MINUTES
October 28, 2021 10 AM
Via ZOOM Videoconference
Approved November 18,2021

Present:

Paul Cicchini (Chair)
Councilor Karen Rea
Aly Daya
Daniel Imbrogno

Brian Rowsell (Secretary)
Councilor Andrew Keyes
Michelle McDermott
Tony Paul

Staff: Heather Cook
Phil Howes

Jessie Wong

1. CALL TO ORDER

The meeting was called to order at 9:12 a.m. by Chairman Paul Cicchini.

2. DECLARATION OF TAX AND ENVIRONMENTAL OBLIGATIONS

The board was advised by the Chair that to the best his knowledge and abilities the BIA is meeting all taxation and environmental obligations.

3. DISCLOSURE OF PECUNIARY INTEREST

The Chair requested that Board Members advise of any conflicts of interest as they arise throughout the meeting.

4. ADOPTION OF THE MINUTES OF SEPTEMBER 30 MEETING

Due to time constraints, it was agreed to defer approval of the September 30 meeting minutes.

5. FINANCIAL REPORTS

Interim Operating statements were for the year to date ended September 30, 2021 have been distributed for review. We are entering the season where we traditionally spend a large portion of our budget, so preparations have begun on projecting the end of year position, and next year's budget soon. Board members are encouraged to contact Phil directly if they have any further questions.

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6. MOTION

The Chair was assumed by Brian Rowsell in order to consider a motion from Paul Cicchini to learn from the City what actions they have taken and what they intend to do in the future to assist small businesses in Markham

It was decided to defer discussion of the motion to the next meeting. The Chair was then passed back to Paul Cicchini

7. MARKETING AND OPERATIONS UPDATE

HOLIDAY SEASON – FESTIVAL OF LIGHTS – CHRISTMAS MARKET

Heather provided an update on the progress made on plans for the Holiday Season including 1 – the 2021 Holiday Gift Guide; 2 - Markham's first European style Christmas Market; 3 – Socially Distanced Photo Booth with Santa; 4 -expanded light and decoration installations on the street; 5- the Window Decorating Contest; 6- live music performances.

Some funding has been committed from Destination Markham (\$9,000) and the Markham Village Music Festival (\$500) so we will have additional funds to invest for this year's Holiday Season.

8. MAIN STREET ACCELERATOR

Heather provided an overview of another grant opportunity from MyMainStreet – called the business development/accelerator program that could provide the following funds:

- a. a non-repayable contribution of \$50,000 towards the 12-month salary of a Main Street Ambassador for the BIA. The Main Street Ambassador will focus on providing wrap-around community economic development support for both new and existing businesses
- b. a non-repayable contribution of \$7,500 to support local program delivery costs, such as hardware, local marketing, and delivery expenses
- c. up to ten \$10K non-repayable contributions to support local businesses. Five non-repayable contributions are available for existing businesses, while five non-repayable contributions are available for new businesses
- d. each participating main street community will undergo a detailed Community Market Profile which is conducted and paid for by My Main Street. This will involve secondary market research to understand the community's trade area, its demographics, how residents spend their money, their mobility and how they consume media. It will also involve primary research that surveys the local community to understand what types of products and services are missing from their local community. The primary and secondary research will be used to target opportunities for rebuilding the participating Main Street

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A contribution of 25% of the staffing and project costs would be required from the BIA under this program.

Heather will research and prepare a full presentation for the Board to consider at the next meeting.

9. DIGITAL TRANSFORMATION GRANT:

Starting in January 2022 there may be grant funds available for the Digital Main Street initiative which could be used to expenses and activities related to enhancing the digital community for Main Street Markham, including influencers, podcasts, creating a library of tools and equipment that BIA members can have access to (eg. GoPro Cameras, projectors, etc.,) The idea is to utilize these tools to create a sense of community.

10. FARMERS MARKET UPDATE

Jessie Wong, our event coordinator, provided an update on 2021 Farmers' Market season, and reported results from the survey that was distributed. In general there was very positive feedback from both vendors and the public regarding the market. The one common criticism was that the market needed to be bigger with more space and more vendors.

From a financial perspective the market showed an operating deficit this year \$1820. Vendor revenues were down due to reduced number of vendors allowed, plus reduced booth pricing for this year. Expenses increased by \$3900 for the lease of the parking lot. Opportunities for expansion may be limited without the use of Robinson Street, which required support from the City. and perhaps expanding to the parking area beside the BIA office.

Brian offered special thanks to Jessie for her excellent effort and work in the market.

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11. ADDITIONAL BUSINESS

General discussion was held on the status of Halloween this year – and we are advised that nothing will be done this year. Some business owners advised that they will be holding events on their own premises.

Michelle advised that there is a new tenant opening up at Main St. where the Cigar Store previously was, and that the new tenant will be aa positive addition to the street. Paul updated on his company's status as an official MLSE Maple Leaf Hockey House and the benefits that it provides not just to him but to the whole street.

12. ADJOURNMENT – Motion to adjourn at 10:15 am by Councilor Rea, seconded by Brian. Carried.

NEXT MEETING – November 18 2021 9:00 AM