

**MARKHAM VILLAGE B.I.A.
REGULAR BOARD MEETING MINUTES
OCTOBER 19, 2017 7:30 AM
DRAFT 1**

Present:

Paul Cicchini (Chair)
Brian Rowsell (Secretary)

Councilor Colin Campbell (Ward 5)
Councilor Karen Rea (Ward 4)

Guests: Phil Howes, Christopher Ford, Paul Hubert – Cloud 9, David Quinn – Falcon Retail, Nick Harrison – Yelp, Sionette Ottey - SOS

Regrets: Daniel Imbrogno, Susan Taylor

1. CALL TO ORDER

The meeting was called to order at 7:42 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

Minutes of the Board Meeting held September 14, 2017 had been previously distributed. Motion by Colin Campbell, seconded by Paul Cicchini to adopt the minutes of the September 14, 2017 meeting. Carried

5. CORRESPONDENCE - NONE

6. BUSINESS ARISING OUT OF THE MINUTES – None

7. DELEGATIONS – Paul Hubert, David Quinn and Nick Harrison teamed up to give a presentation regarding street Wi-Fi for the BIA. There has been a lot of work done by other BIAs in cities such as Guelph, London and others indicating that the opportunities to cross promote businesses have been proven successfully. With a double opt in sign on there is no proviso for junk proliferation using this

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format. It was agreed that the MVBIA would investigate further. Paul at Cloud 9 is to provide us with details relating to costing and how this program would be workable for our BIA. We will have to determine how many businesses will opt in once the costs are laid out. There should be a cost savings that would be dependent on the number of businesses choosing to use this marketing method. Paul is to come back with a proposal for the Board to consider.

8. OTHER BUSINESS

It was agreed that the Remembrance Day wreath was to be supplied and that an invoice would be submitted to the BIA for payment

Brian reported that the Farmers Market finished up with a 39% increase in revenues for the 2017 season

Brian reported that the draft lease renewal for the BIA office was in hand. It was agreed that there would be further contact with the Landlord to proceed to the final stage for signing.

9. REPORTS

- **Finance** – Phil Howes updated the Board of the current financial situation. Statements were provided. Colin moved to accept the Statements as provided, Paul seconded the motion.
9. **OTHER MATTERS** - In Camera, All non-Board members were asked to leave to allow for a staffing discussion.

10. ADJOURNMENT - The meeting was adjourned at 9:10 am.

NEXT MEETING – Thursday November 16th, 2017 - BIA Office, 7:30 am.