

MARKHAM VILLAGE B.I.A.

BOARD MEETING NOTES

Feb 26<sup>th</sup>, 2015 - 7AM

Present: Paul Cicchini, Councillor Campbell, Behzad Safati, Wil Pialagitis, Shaun Kelly, Daniel Imbrogno, Councillor Rea - arrived at 7:17am

Guests: Phil Howes

Absent: Tim Whyte

Staff: Christine Matthews

---

1. CALL TO ORDER

The meeting was called to order at 7:08 a.m. by Chair Behzad Safati.

2. DECLARATION OF TAX AND ENVIRONMENTAL OBLIGATIONS

Wil Pialagitis asked and the board was advised by Behzad to the best of his knowledge and abilities the MVBIA 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 - regular board meeting- Feb 12th, 2015

Adoption of the Meeting minutes from Feb 12, 2015. Moved by Paul Cicchini, Seconded Daniel Imbrogno. All in favour. Carried.

5. BUSINESS ARISING OUT OF THE MINUTES – 2015 Directory - meeting with Can Mark to discuss producing and printing directory. **ACTION:** Christine to call Andrew Keyes to get quote on the directory as recommended by Councillor Rea.

6. DELEGATIONS - None

## 7. REPORTS

- Finance report - How to proceed/next steps - Three options were presented for the 2015 Budget.

Option 1 - 2015 event costs the same as 2014 event costs. Advertising - \$35,096. Total levy - \$215,327

Option 2 - 2015 event costs - 10% less than 2014. Advertising - \$40,664, Total levy- \$215,327

Option 3 - 2015 event costs - 10% less than 2014. Overall levy raised from \$215,327 to \$220,445. Advertising - \$45,782.

The Unity Festival has been cancelled in all three options due to the deficit situation. Discussion and vote. **MOTION:** Option 3 will be the 2015 MVBIA budget. Paul Cicchini moved and Daniel Imbrogno seconded. All in favour. Carried.

**MOTION:** Ask the City of Markham Council to pay back the \$32,000 deficit over 4 years, interest free. Paul Cicchini moved, Shaun Kelly seconded. All in favour. Carried.

A few board members had a meeting with some city officials to discuss the deficit and how to proceed. We were also asked to meet with City officials in regard to having the MVBIA attain a CRA number. Discussion.

**MOTION:** MVBIA reject any offer to sever the MVBIA from the City of Markham and/or create a separate entity. Wil Pialagitis moved and Paul Cicchini seconded. All in favour. Carried.

- Streetscaping – Nothing to report at this time
- Sponsorship - Nothing to report at this time
- Advertising – Cancel Markham Review at this time due to deficit. Wil & Paul to meet with Snap Markham. Mobile app - Daniel to investigate and get quote. Discussion. Markham Life - Christine to get distribution dates for the 4 publications.
- Events - Discussion. Contact a marketing agency for ideas. Daniel mentioned McOuat agency on Main Street will be looking into some ideas for us. **ACTION:** Christine to email City of Markham about the CN banner as it is loose again.

8. CORRESPONDENCE - None at this time

9. OTHER BUSINESS -

10. NEXT MEETING – March 19, 2015

11. ADJOURNMENT – 8:50 am.