

MARKHAM VILLAGE B.I.A.
REGULAR BOARD MEETING MINUTES
December 16, 2009 7:00 AM

Present: Phil Howes, Diane Kobelansky, Roger Clements, Joanne Olson, Councillor Webster, Councillor Moretti, acting director Avery Rhijnsberger

Regrets: Paul Cicchini

Absent: Roger Carlsen, Brian Price

Members: Les Olson, Karen Piper, Jim Angelevski

Staff: Christine Matthews

1. CALL TO ORDER

The meeting was called to order at 7:17 a.m. by Chairman Diane Kobelansky.

2. DECLARATION OF TAX AND ENVIRONMENTAL OBLIGATIONS

The board was advised by the manager 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

An error was reported on the November 18, 2009 minutes as presented in that Brian Price was in fact in attendance at the meeting.

Motion by Councillor Webster, seconded by Joanne Olson to approve the minutes of the Board meeting November 18, 2009 as amended. Carried.

5. BUSINESS ARISING OUT OF THE MINUTES

There was no business arising out of the November 18, 2009 minutes.

6. DELEGATIONS

There were no delegations.

7. REPORTS

▪ **Finance**

An interim P&L for January through November 30 of this year was presented and discussed. The board was advised that we have further expenses for December and that we are currently projecting a deficit for 2009 and will have to budget our 2010 activities accordingly.

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Motion by Councillor Webster, seconded by Joanne Olson to approve the financial report. Carried.

▪ **Sponsorship & Event Funding**

Roger Clements asked whether we had completed the Celebrate Ontario grant application by November 27th. It was pointed out that we had decided at the November board meeting not to pursue any application for that deadline.

Phil reported that he had a meeting with Janet Carnegie of the Town of Markham regarding the Wakeham & Associates Sponsorship Marketing fund-raising activities, and that early in 2010 they would be starting to work. We would be invited to meet with them to review any potential sponsorship opportunities that we may have that could be incorporated into the overall fundraising and sponsorship opportunities available for the Town of Markham.

Phil also reported that he was investigating and had started to prepare applications for the Markham Village BIA events from Celebrate Markham for 2010, which is contingent on our 2010 event schedule.

▪ **Events.**

Main Street Markham Santa Fest – Festival of Lights November 28, 2009

Christine Matthews provided a report on the Santa Fest/Festival of Lights which was held November 28, 2009. The parade ended much sooner than anticipated, which the Rotary Club acknowledges and says was caused by the REACT organization parade marshalls rushing the parade because they had to get to another parade early in the afternoon. Accordingly, we were once again not prepared with our activities, as we had planned, as soon as possible after the event. Phil was seen to be quite upset at the time.

We have asked for and received feedback from BIA members and some members of the community. Some BIA members sent very positive feedback, three members (Markham Village Boots & Shoes, Valentines, Peppertree Klassics) sent very negative feedback. Feedback from the community was all positive, especially for the Santa Hut and Fireworks. Congratulations to Les Olson and Christine for organizing and erecting the Santa Hut!

Much discussion was held on the event and especially the date and timing. Karen Piper spoke against having the event on Saturday because it did not work well for her business. Roger Clements spoke against having the event on Saturday as well.

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Discussion was then held on the event schedule for 2010 which has to be decided in order to place our ads in tourist guides which are being printed soon, and which is a key driver for the 2010 budget. The following event dates for 2010 were proposed:

- Farmers' Market – Saturdays May 7 to October 8
Thursdays June 17 to September 23
- Pedestrian Day – Sunday May 30, 2010
- Pedestrian Day – CARnival – Sunday July 18, 2010
- Pedestrian Day – Sunday August 15, 2010
- Auto Classic – Sunday September 12, 2010
- Santa Fest/Festival of Lights – Saturday November 27, 2010

It was pointed out that the August event is no longer associated with the Markham Jazz Festival. Discussion was again held on the Santa Fest/Festival of Lights and the possibility of improving it again with better coordination with the Santa Claus Parade.

Motion by Councillor Webster, seconded by Roger Clements to approve the proposed event dates for 2010. Carried.

- **2010 Budget**

Phil reported that he has been working on the 2010 budget and requested assistance and input with its preparation prior to presentation to the Board and membership. Avery Rhijnsberger agreed to review the proposed budget with Phil

- **Advertising**

Advertising has been booked for the extended Christmas Shopping promotion – 4 full page Economist & Sun ads and 1 – ¼ page Toronto Star. Approximately 15 merchants have agreed to support the idea with a co-op advertising campaign, resulting in a net cost to the BIA of \$3,500 including the purchase of the Christmas Geese ornaments.

2010 Directory – Lenmark will be going to market early in 2010 and has come up with some ideas for enhancing the advertising value to BIA members with cross-promotion opportunities in other advertising vehicles that they are pursuing for 2010.

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8. OTHER MATTERS

- CN Overpass Messaging – no further update was provided.
- Public Washrooms – the project manager has started work and is progressing as planned with expected completion in spring 2010
- Main Street Markham Environmental Assessment – the Community Advisory Group held a meeting on December 9 and a draft report of the committee's recommendations is expected to be presented to Markham Council early in the new year, and then a second Public Information meeting to present the proposed recommendations.
- **NEXT MEETING** – the next meeting is Wednesday January 20, 2010, 7:00 am at the BIA office.

10. ADJOURNMENT

The meeting adjourned at 9:05 am.