

**MARKHAM VILLAGE B.I.A.**  
**REGULAR BOARD MEETING MINUTES**  
**November 18, 2009 7:00 AM**

Present: Phil Howes, Diane Kobelansky, Paul Cicchini, Roger Clements, Joanne Olson,  
Councillor Webster, Brian Price  
Regrets: Councillor Moretti, Wil Pialagitis  
Absent: Roger Carlsen  
Members: Les Olson, Avery Rhijnsberger  
Staff: Christine Matthews

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**1. CALL TO ORDER**

The meeting was called to order at 7:06 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**

No errors or omissions were reported.

Motion by Councillor Webster, seconded by Joanne Olson to approve the minutes of the Board meeting October 21, 2009. Carried.

**5. BUSINESS ARISING OUT OF THE MINUTES**

There was no business arising out of the October 16, 2009 minutes.

**6. DELEGATIONS**

There were no delegations.

**7. REPORTS**

▪ **Finance**

An interim P&L for January through October 31 of this year was presented and discussed. It was requested that some accounts be renamed to more accurately reflect the source and uses of BIA funds.

Motion by Brian Price, seconded by Councillor Webster to approve the financial report. Carried.

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▪ **Sponsorship & Event Funding**

Roger Clements reported that the Celebrate Ontario grant application for events held in the first half of 2010 is due November 27 – next week. Roger pointed out that on review of the application he is not certain that this is the most advantageous route for the BIA to pursue as the requirements would result in at best a relatively small amount of funding for a large amount of work

Councillor Webster reported that at the November 16 General Committee meeting the Town of Markham retained Wakeham & Associates Sponsorship Marketing Inc. a professional sponsorship and fund-raising corporation, to undertake the development and negotiation of sponsorship opportunities for the town of Markham, including town events. Council also directed that staff explore incorporating BIA events within the overall fundraising and sponsorship opportunities available for Wakeham & Associates to market.

The Board directed that the Markham BIA should actively communicate with Town of Markham staff

Councillor Webster also reported that at the November 9 General Committee meeting the Town of Markham approved funding from the Celebrate Markham fund to the Unionville BIA for the Olde Tyme Christmas Parade to be held on December 4. It was pointed out in an article in the Markham Economist & Sun that this could open the door for increased funding for BIA's in Markham to receive event funding from the town. The board directed staff to investigate and prepare applications for the Markham Village BIA events from Celebrate Markham for 2010.

▪ **Streetscaping**

It was reported that the winter pole banners and enhancers were to be installed next week, and that we need to look at the summer pole banner program for next year. A proposal to have a series of generic seasonal banners – one for every season - was discussed. It was felt that we should begin now to look at design alternatives, and perhaps add one new banner per year so that within 4 years we would have a revolving, 4 season pole banner program with one banner being retired/replaced per year.

▪ **Events.**

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

An update was provided on plans for the Santa Fest/Festival of Lights scheduled for November 28, 2009 - a week from this Saturday.

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It was pointed out that we need to establish our event dates for 2010 very soon as all official tourist guide publications are usually published in January

- **Advertising**

The Halloween promotion – titled “Find GHOST on Main Street” and Trick or Treat day on October 31 was very well received. We received free press in the Markham Economist & Sun prior to the 31<sup>st</sup> and participating retailers reported attendance in their stores was way above expectations – and some expected new customers. It was all good except that the police were called and Phil almost got arrested for taking pictures on the street. Some people think he should have been.

The extended Christmas Shopping promotion proposal for the 12 shopping days prior to Christmas is in the works. Approximately 15 merchants have agreed to support the idea with a co-op advertising campaign.

The 2010 Directory was briefly discussed, and the direction for the cover photo. It was felt quite strongly that the directory should try to have a family-friendly cover photo, or possibly reuse the existing photo if nothing appropriate was found.

## **8. OTHER MATTERS**

- Correspondence: A letter has been received from past Chairman Wil Pialigitis resigning from his position on the Board of Management due to changes in his business position which preclude his ability to participate on the Board. The Board regretfully accepts Mr. Pialigitis’ resignation and wishes to record the gratitude of the Board for Wil’s long service to the Markham Village BIA.
- Discussion was held on appointing a replacement director. Avery Rhijnsburger of Cornercopia indicated that he would be willing to serve as a director, which was very warmly received.
- CN Overpass Messaging – no further update was provided.
- Public Washrooms – Phil reported that the public washroom and BIA storage facility report was approved at the Town of Markham General Committee meeting on November 16, 2009. This is excellent news`
- Main Street Markham Environmental Assessment – no update provided
- **NEXT MEETING** – the next meeting is Wednesday December 16, 2009, 7:00 am at the BIA office.

## **10. ADJOURNMENT**

The meeting adjourned at 8:57 am.