

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

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

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**1. CALL TO ORDER**

The meeting was called to order at 7:10 a.m. by Chairman Diane Kobelansky. A request was made by Roger Clements to add his report on event funding to the agenda.

**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. CORRESPONDENCE**

No correspondence has been received

**5. ADOPTION OF THE MINUTES**

No errors or omissions were reported.

Motion by Joanne Olsen, seconded by Paul Cicchini to approve the minutes of the Board meeting August 19, 2009. Carried.

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

No business was discussed at this point.

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**7. DELEGATIONS**

Annemarie Reininger, Director of BottomLine Group, presented information related to fund-raising promotions for Canada's Olympic Athletes that could be undertaken by the stores on Main Street, since Markham will be a community hub for the Olympic Torch on December 17.

Discussion was held on what, if any, appropriate actions should be undertaken by the BIA. It was decided to defer decision pending further information on the route and timing of the Olympic Torch on December 17, and what activities are planned by the Town of Markham.

Action: BIA staff to research BottomLine Group and [www.carrythetorch.com](http://www.carrythetorch.com), and contact the Town re: the route that the Olympic Torch will be taking.

**8. REPORTS**

▪ **Finance**

An interim P&L for January through September 15 of this year was presented and discussed. It was noted that we had a chargeback of 3018 from the Town for adjustments to the BIA levy due to unoccupied space. Action: rename account 7001 to BIA Levy Adjustments.

Motion by Paul Cicchini, seconded by Joanne Olson to approve the financial report. Carried.

▪ **Streetscaping**

Phil reported that arrangements are being made for the changeover to the Christmas pole lights and winter banners for mid-November.

It was recommended that we investigate the feasibility of installing a streetwide lighted gateway to the street using the existing street banner poles. The gateway should stay up for the entire Christmas shopping season

Action: Phil to send information including photographs to Joanne Olson who will see if the Town would allow a banner made of lights to be installed on Main Street Markham

▪ **Sponsorship**

Phil reported that sponsorship in the amount of \$5800 had been raised for the Auto Classic, but that there were still some outstanding receivables to collect.

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▪ **Events**

- Main Street Markham Auto Classic September 13, 2009

The Auto Classic was held last Sunday September 13 and was extremely well attended, with attendance drawing from a wide area. The registration and raffle/door prize proceeds of \$3,902.75 were donated to the Center for DREAMS, and the net cost to the BIA is \$3,158 provided all sponsorship proceeds are received.

Comments were generally very favourable. Negative comments received included: the public washrooms were inadequate for the numbers who were present; there was not enough kids activities; there was a lull in music after the Band stopped and before the awards ceremonies; people tended to not wander down the side streets (Artists Alley, Robinson Street West); and there was a lot of “block voting” which upset some of the car owners who felt the voting process was not fair.

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

A Santa Claus Parade meeting was held at the Town on September 15, however board members were not aware of it due to scheduling conflicts or errors. It has been confirmed that the parade will start at 11:00 am this year – one hour later than scheduled last year. Phil reported that we intend to have horses and wagon on the street immediately after the parade, food vendors on the street prior to, during and after the parade, and the Santa Hut immediately after the parade.

Discussion was held on the financial aspects of the event and sponsorship raised to date.

Paul Cicchini suggested having a ball hockey tournament on the street immediately after the parade:

Action: Paul to contact the TNT foundation about organizing a ball hockey tournament

Santa Claus Parade Float: no further report was made at this time, except that we are waiting on photos of the main street buildings.

**9. ADVERTISING**

Phil reported that we had planned in the 2009 budget for a promotion during the gap between the Auto Classic and Santa Fest/Festival of Lights events. A promotion is being planned around Halloween, details are still being worked out, that evolve around the word GHOST, possibly with a large ghost prominently displayed on top of one of our key buildings.

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Avery Rhijnsberger presented a request from a number of merchants who have discussed extending their hours for the month of December starting after Santa Fest/Festival of Lights, and having an advertising promotion for the Christmas season advising of the extended hours.

The stores in agreement so far include Hartman85 Main, Peppertree, Cornercopia, The Glass Store & More, Markham Village Boots & Shoes, and Tangerine Gecko. Discussion was held on how to promote the idea, perhaps using a creatively designed and shaped poster (Stop sign? Snowflake?) , promotion during Santa Fest, and the need to get as many merchants in agreement as possible.

Action: Avery and Phil to draft an email message to go to all retail members asking them to participate

## **10. EVENT FUNDING**

**Sustainable Event Funding:** Roger Clements reported that he had done research on methods to obtain sustainable event funding and reported the following:

- a. The BIA could form a separate corporation which would have the single purpose to fund and produce events on Main Street Markham
- b. This corporation would then be eligible to seek government funding which is currently not available to the BIA.
- c. other organizations had done exactly the same thing and had raised \$150,000 from Trillium
- d. Roger noted that differences of opinion evolved, after funds had been raised, about how the funds should be spent.

Discussion was held on the legality and transparency of the use of a separate corporation, and how to avoid the negative results from past attempts.

Action: Roger to form a working committee and draft a business proposal for the formation of a separate event corporation

**At this point in the meeting Directors Paul Cicchini, Joanne Olson, and Councillor Moretti had to leave due to other business commitments and quorum was lost.**

**Discussion on the balance of the agenda was therefore deferred.**

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**11. OTHER MATTERS**

- CN Overpass Messaging
- Public Washrooms
- Main Street Markham Environmental Assessment

- **NEXT MEETING**

Next meeting is Wednesday October 21, 2009, 7:00 am at the BIA office.

**10. ADJOURNMENT**

Quorum was lost at 8:57 am.