

MARKHAM VILLAGE B.I.A.
REGULAR BOARD MEETING MINUTES
July 15, 2009 7:00 AM

Present: Phil Howes, Brian Price, Councillor Webster, Diane Kobelansky, Wil Pialigitis,
Paul Cicchini, Roger Clements
Regrets: Councillor Moretti
Absent: Roger Carlsen, Joanne Olson
Members: Les Olson

1. CALL TO ORDER

The meeting to order at 7:10 a.m. by Chairman Diane Kobelansky.

2. DELEGATIONS

There were no delegations

3. 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.

4. DISCLOSURE OF PECUNIARY INTEREST

The Chair requested that Board Members advise of any conflicts of interest as they arise throughout the meeting.

5. CORRESPONDENCE

No correspondence has been received

6. ADOPTION OF THE MINUTES

No errors or omissions were reported.

Motion by Brian Price, seconded by Paul Chicchini to approve the minutes of the Board meeting May 20,2009. Carried

Motion by Councillor Webster, Price, seconded by Paul Chicchini to approve the minutes of the Board meeting June 17,2009. Carried

7. BUSINESS ARISING OUT OF THE MINUTES

No business was discussed at this point.

MARKHAM VILLAGE B.I.A.
REGULAR BOARD MEETING MINUTES
July 15, 2009 7:00 AM

8. REPORTS

▪ **Finance**

An interim P&L for January through June 30 of this year was presented and discussed. Discussion was held regarding the possibility of not reaching our targets for sponsorship income for 2009, and the possible impact on overall financial position at year end.

▪ **Sponsorship**

There was nothing further to report on sponsorship for 2009. The Auto Classic Committee has started seeking sponsorship and has obtained \$2500 so far.

Phil has started seeking sponsorship for the Santa Fest and is hopeful that the title sponsor and fireworks sponsor will renew as they have already been approached.

It was suggested start we should start working on our 2010 sponsorship package.

▪ **Streetscaping**

▪ **Botanicals**

The botanicals have been put out and extended to Bulloch/Parkway as agreed. There have been very few complaints.

▪ **Events**

▪ **Markham Village Music Festival**

The Friday night Music Festival was very successful – especially with the vendors located in the middle of Main Street as opposed to on the sides. Positive feedback on this change has been received from numerous sources.

Unfortunately, Saturday was a very wet day and that obviously impacted on the Festival negatively. SH

▪ **Farmers' Market**

The Main Street Markham Farmers' Market Saturday market is operating very well – weather permitting. Thursdays have started and though it is a much smaller market the participating farm produce vendors report that they are doing OK.

▪ **CARnival/Pedestrian Day July 19, 2009**

Plans are progressing very well with Partner Media & Advertising on this event on our Pedestrian Day this Sunday July 19.

MARKHAM VILLAGE B.I.A.
REGULAR BOARD MEETING MINUTES
July 15, 2009 7:00 AM

- Main Street Markham Jazz August 16, 2009

Nothing further to report.

- Main Street Markham Auto Classic September 13, 2009

The Auto Classic committee has now had a few meetings. Registration is now open and registrations are coming in. Gillian Patterson is acting as Chair of the event this year. The committee has decided to seek its own sponsorship. Elain Vollett is the key person working with the committee in this area. We have at this point raised \$2500 in sponsorship from Longos' and SLT Automotive. .

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

Nothing new to report. The Rotary Club has asked the BIA to put a float in the parade this year, and discussion was held on this topic. It was decided that the first item on the critical path would be to determine whether we can get a vehicle to use as a float. Numerous suggestions were made – no specific actions determined.

8. OTHER MATTERS

- CN Overpass Messaging

We have had successful communications with the Corporate Communications Department of the Town of Markham with regards to the design of the south face of the CN overpass on Markham Road at 14th Avenue. Brian has submitted some initial design ideas which we will be working on. This looks very promising as a way to create an entrance message to the original Main Street Markham in the original Downtown Markham.

- Public Washrooms

As the Markham Village BIA motion passed on May 20 regarding possible incorporation of an information center with the Public Washrooms did not get submitted to council before the summer break, it was learned that the Town has already proceeded with hiring an architect for the design of the washrooms.

Alternatively, another idea was suggested to Councillor Moretti to incorporate a storage facility in the new building which could store all of the BIA's event equipment, with the BIA offering to finance some or all of the cost of this facility. Councillor Moretti has scheduled a meeting for July 29 to explore this idea further. Motion by Roger Clements, seconded by Wil Pialigitis to authorize the BIA management to further investigate the possible cost of adding a storage facility to

MARKHAM VILLAGE B.I.A.
REGULAR BOARD MEETING MINUTES
July 15, 2009 7:00 AM

the Public Washroom facility and to propose possible BIA involvement in the finance of such additions, subject to approval of the cost. Carried.

- Main Street Markham Environmental Assessment

The Environmental Assessment CAG has had another meeting and a report is expected shortly from the consultants with their almost final proposed recommendations, which will go through one more CAG meeting and then a Public meeting. Discussion was held on the implications of the proposed changes regarding vendor placement during events, especially after the success with center placement as in the Music Festival, and it was suggested that perhaps electrical outlets, metered and buried in the center of the road, could be incorporated into the final designs.

- **NEXT MEETING**

Next meeting is Wednesday August 19, 2009, 7:00 am at the BIA office.

10. ADJOURNMENT

Meeting adjourned at 8:58 am.