

MARKHAM VILLAGE B.I.A.
REGULAR BOARD MEETING MINUTES
August 19, 2009 7:00 AM

Present: Phil Howes, Brian Price, Councillor Webster, Diane Kobelansky, Paul Cicchini,
Roger Clements, Councillor Moretti
Absent: Roger Carlsen, Wil Pialigitis
Members: Les Olson, Vic Hartman
Guests: Ignazio Natoli

1. CALL TO ORDER

The meeting was called 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 Roger Clements to approve the minutes of the Board meeting August 15, 2009. Carried

7. BUSINESS ARISING OUT OF THE MINUTES

No business was discussed at this point.

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8. REPORTS

▪ **Finance**

An interim P&L for January through July 31 of this year was presented and discussed.

▪ **BIA Staff Position:**

Phil reported that he wishes to retain a staff position as previously budgeted as an event coordinator. Motion by Roger Clements, seconded by Paul Cicchini to authorizing the manager to hire a staff event coordinator at a monthly rate of \$3000, for a 1 year term with a review after 3 months.

▪ **Event Funding**

Discussion was held on the need for sustainable event funding. Roger Clements suggested that he would be willing to work on exploring alternative legal structures that may be possible in order to apply for funding for events on Main Street Markham. Motion by Brian Price, Seconded by Councillor Webster to authorize Roger Clements to make such inquiries as may be necessary to investigate alternative sources of structure and funding for BIA operated events.

▪ **Sponsorship**

There was nothing further to report on sponsorship for 2009.

▪ **Events**

▪ **Farmers' Market**

Mr. Ignazio Natoli (Iggy) presented a report on the Main Street Markham Farmers' Market. Iggy reported that he is very pleased with the Saturday market, and is very pleased with the new special events that have been presented – the Celebrity Chef series. He reports that visitor counts have increased and are closing in on 1000 per day if there is good weather. However, vendor revenue is soft due to the large increase in numbers of markets, and there are very few farmers who actually do Farmers' Markets because it is a long day and requires a special expertise.

The new Thursday market is operating but has not attracted enough traffic to justify the original vendor count so it has settled at three vendors with 9 booths. Those vendors report that they are doing quite good business.

Iggy also reported that he assisted with the set up of the new Farmers' Market in Unionville which he feels will raise the awareness of Farmers' Markets in general. He feels that the maximum customer draw area for any market is a 10 minute drive, and the target customer is over 40 with an average age of 50.

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

This event had an excellent turnout and excellent feedback was received from BIA members. Our business partner was also pleased with the event and financially the net cost to the BIA was very low. Plans are to proceed with the event again in 2010.

▪ **Pedestrian Day/Markham Jazz Festival August 16, 2009**

Jazz Festival was just held with an all day event on Main Street Markham. Phil expressed some frustration with working with the Jazz Festival Committee and felt there were insufficient resources allocated to Main Street Markham by the committee, particularly in staging, promotion, and performers. The BIA arranged for performers at the last minute to add more music to the street during times and in places where the Jazz Festival did not feel it was necessary.

In addition, there were complaints about the loud Rock, not Jazz, music being performed on the street patios of 2 of the Main Street Markham establishments.

Discussion followed on whether the BIA should be empowered to set standards of business operation practices within a BIA area. It was agreed that the Corporate Governance committee would convene to review the BIA bylaws and constitution and see if these types of issues could be dealt with.

Action: Diane to convene meeting of Corporate Governance Committee

Action: Phil to forward BIA Bylaws and constitution to Councillor Moretti (note: bylaws are available on the BIA website at this URL:

<http://www.mainstreetmarkham.com/page.asp?pageid=65>)

▪ **Main Street Markham Auto Classic September 13, 2009**

The Auto Classic is scheduled for September 13 and plans are progressing. We are having problems confirming sponsorships which currently stand at \$3150.

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

Councillor Webster reported that he has obtained the use of a truck and trailer from Walker Equipment for the BIA to use as a float for the Santa Claus Parade. Action: Councillor Webster and Brian Price to prepare a proposed float recommendation with costs.

Phil reported that we have received a no from last year's main Santa Fest sponsor – Remington Homes. No other sponsors have committed as yet and efforts are continuing.

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9. OTHER MATTERS

- CN Overpass Messaging

No new developments in this item.

- Public Washrooms

An email message from the Town was presented summarizing the results of discussions held to date on the addition of a 300 square foot storage facility in the proposed permanent public washroom buildings.

Motion by Paul Cicchini, seconded by Brian Price that the Markham BIA agrees with the proposed 21 year lease agreement subject to a maximum monthly rental of \$350.00, including utilities and maintenance, and further requesting that the manager request a reduction in monthly cost should the actual construction costs be less than estimated. Carried.

- Main Street Markham Environmental Assessment

A meeting was held on July 28 at the BIA office where all directors were invited with the Consulting Engineers of the Main Street Markham EA to review the current status of the proposed improvements to Main Street. A map of the proposals so far has been mounted on the wall of the BIA office.

- **NEXT MEETING**

Next meeting is Wednesday September 16, 2009, 7:00 am at the BIA office.

10. ADJOURNMENT

Meeting adjourned at 9:22 am.