

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

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

1. CALL TO ORDER

The meeting was called to order at 7:09 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. CORRESPONDENCE

No correspondence has been received

5. ADOPTION OF THE MINUTES

Motion by Councillor Webster, seconded by Roger Clements, to approve the minutes of the March 18, 2009 board meeting. Carried.

5. BUSINESS ARISING OUT OF THE MINUTES

Councillor Webster congratulated Directors Roger Carlsen and Brian Price on the 2009 Directory. Phil reported that the directory has had a patch put in to correct the error regarding the event date for Doors open.

No meeting has yet been arranged with Longos. Action: Councillor Moretti

6. DEPUTATIONS

No deputations were received.

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7. REPORTS

▪ **Finance**

An interim P&L for January through April 15 of this year was presented. Motion to accept the interim financial report by Paul Cicchini, seconded by Brian Price. Carried

▪ **Sponsorship**

Diane reported that the sponsorship committee held a meeting, that they have identified a number of sponsorship opportunities, and are creating a sponsorship package of the sponsorship opportunities for each event plus a package for the overall sponsor.

The sponsorship committee has been advised by FIDO that they will not be able to be our lead sponsor for 2009.

Motion to accept the sponsorship financial report by Brian Price, seconded by Joanne Olson. Carried.

▪ **Advertising**

Phil reported that the 2009 directory has been delivered through postal walks, as well as 1000 copies to the Hilton Suites hotel. The Courtyard Marriot has a new manager and they have not yet agreed to take some, CTM did agree to remove the fuel surcharge fee from their contract, and directories will be delivered to them by April 30. The directory is being very well received.

Markham Board of Trade: Discussion was held on the proposal from the Markham Board of Trade regarding their annual consumer directory, 70,000 copies of which are distributed throughout Markham and in all Hotel rooms. The fee for the BIA to subsidize a page is \$2,500, which results in reduced ad rates for BIA members. Councillor Moretti felt that the YRNG publication "Living in Markham" would be a better investment.

Motion by Councillor Webster, seconded by Paul Cicchini to limit the BIA involvement in the MBT directory to \$1,000, if any, at the discretion of the manager. Carried.

Further discussion was held on the possibility of cross-promotion with Remington Group, the developer of Markham Center. It was pointed out that we are also approaching them for Sponsorship and we should be consistent. No action decided.

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Streetscaping

- **Botanicals**

Discussion was held on the Town of Markham Council meeting held the previous evening April 14, where the 2009 botanical program was discussed. BIA members Diane Kobelansky, Paul Cicchini, Joanne Olson, Vic Hartman, Roger Clements, and Avery Rheinsburger, as well as manager Phil Howes, all attended the meeting and observed the debate.

There were several delegations made from the Unionville area, and one from the Thornhill area requesting restoration of the botanicals to 2009 and prior levels. After lengthy debate in council the 2009 botanical program as proposed by staff was approved. This calls for a 20% reduction in botanicals in the BIA area, plus the removal of botanicals on Main Street north of the BIA to Parkway/Bulloch.

Councilors Moretti and Webster were congratulated on their representations at council in representing the interests of Main Street Markham.

Discussion was held on the impact of the reduction, and what could be done to mitigate it in the Main Street Markham heritage area north of the BIA.

Motion by Paul Cicchini, seconded by Joanne Olson to direct the BIA manager to explore the possibility of sharing our allocation of Barrels and Baskets to the area of Main Street north of the BIA to Parkway/Bulloch. Carried.

- **Pole Banners**

Phil reported that the summer banners have been installed, and that after a short period of time we already have 4 banners damaged and in need of repair. Phil reported that he felt the program we have in place may not be sustainable and he has been in touch with our suppliers to review it.

Discussion was held on the banner program and it was generally agreed that the BIA has fulfilled its 2006 obligation to members for banners. Councillor Webster reported that he felt Minden had an excellent banner program.

Phil to report back on results of discussions with suppliers.

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▪ **Events**

- Markham Village Music Festival

Phil reported that he has been working with the Music Festival Committee on the location of external vendor booths. The BIA proposal suggested by Councillor Webster and proposed by Phil to place the booths in the center of Main Street as opposed to the sides has been generally well received by the Music Festival committee, subject to the approval of the Vendor co-coordinator, and the requirement for emergency service vehicles. It was reported that this method is used in many other street events, such as Elmira, A Taste of the Danforth, and it works very well. A meeting is to be scheduled with the Music Festival committee and Phil asked for interested members to attend.

Motion by Roger Clements, seconded by Brian Price that the BIA insist that the Markham Village Music Festival locate all external vendor booths in the center of Main Street. Carried

- Farmers' Market

It was reported that the Farmer's Market is on schedule for Opening day May 9, and vendor registrations are coming in, as well as vendor registrations for the Thursday Farmers' Market starting June 18.

- Pedestrian Day May 24, 2009

No report at this time

- Main Street Markham Jazz August 16, 2009

Nothing to report

- Main Street Markham Auto Classic September 13, 2009

Nothing to report

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

The initial committee meeting for the Santa Claus parade was held on March 24 at Civic Centre. The BIA has requested that the Santa Claus Parade schedule its starting time for later in the day. A response is expected at the next Santa Claus parade committee meeting scheduled for April 21.

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9. OTHER MATTERS

- **NEXT MEETING**

Next meeting is Wednesday May 20, 2009, 7:00 am at the BIA office.

10. ADJOURNMENT

Motion to adjourn by Councillor Moretti. Meeting adjourned at 8:47 am.