

MARKHAM VILLAGE B.I.A.
REGULAR BOARD MEETING MINUTES
October 15, 2008 7:00 AM

Present: Councilor Webster, Phil Howes, Diane Kobelansky, Roger Clements, Brian Price, Councilor Moretti, Paul Cicchini, Joanne Olsen
Absent: Wil Pialagitis, Roger Carlsen

CALL TO ORDER

The meeting was called to order at 7:15 a.m. by Vice-Chairman Roger Clements.

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

Members were requested to advise of any conflicts of interest as they arise throughout the meeting.

4. ADOPTION OF THE MINUTES

Motion by Diane Kobelansky, seconded by Councilor Webster, to approve the minutes of the September 24, 2008 board meeting. Carried.

5. BUSINESS ARISING OUT OF THE MINUTES

Diane reported that the Sponsorship Committee held a meeting with Conrad Henry of Telus Mobility/Contron Telecom regarding the sponsorship program. Diane reported that Conrad expressed an interest in some smaller sponsorship opportunities going forward.

6. DEPUTATIONS

No deputations were received.

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7. REPORTS

▪ **Finance**

An interim P&L for January through October 15 of this year was presented. Phil reported that he is working towards ending this year with a balanced budget and no deficit carry forward to 2009.

Motion to accept financial report by Paul Cicchini, seconded by Brian Price. Carried

▪ **Advertising**

2009 Directory

A second draft of artwork was presented and discussed. It was felt that the general look and direction of the content was coming together quite well. There was much discussion about the front cover design. It was acknowledged that in order to get the directory out on time we would need to determine the layout so that Lenmark could proceed with advertising sales.

Motion to approve the front cover artwork and design by Councilor Webster, seconded by Diane Kobelansky

(see following recorded vote) (5:3)

YEAS: Councilor Webster, Brian Price, Diane Kobelansky, Roger Clements, Joanne Olsen (5)

NAYS: Paul Cicchini, Councilor Moretti, Phil Howes (3)

The board reiterated its request to approve the final draft before it goes to print.

▪ **Sponsorship**

Nothing further to report at this time as Diane reported earlier on the sponsorship committee meeting.

▪ **Corporate structure – Bill 130**

Nothing further to report at this time

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▪ **Events**

Report by Phil on the status of current events.

• Pedestrian Days

The October 5 Pedestrian Day seemed very sparsely attended. We were in conflict with the Markham Fair who had originally scheduled the Fair for the weekend earlier. More importantly - many BIA members were not open. Phil expressed frustration over this. It was recommended that we do not schedule a Pedestrian Day for October 2009. Nevertheless we received very positive feedback from some members – Cornercopia, Glass Store, Time Art, Valentines

• Santa Fest - Festival of Lights

Arrangements are in progress and a meeting is scheduled with the event organizers - Network Production & Communication Inc. (NPC) for later today and an update on entertainers, food vendors and other arrangements will be provided.

Discussion was held on the advertising emphasis for the day. Councilor Webster stressed the importance of selling one day – one theme.

A letter has been drafted for hand delivery to members advising them of the change since feedback had been received from some members that they were not aware of the change. Suggestions were made to improve the letter which will be redrafted.

The Best Dressed Window contest is being managed by Sharon Wilckens. It will be a “people’s choice” this year. The theme is “Christmas in Colour” – however the theme itself will not be advertised. Vote forms and ballots will be available in participating stores and will be collected from November 15 until 2 pm on November 29.

Paul Cicchini suggested a colouring contest, strongly endorsed by Councilor Webster.

Councilor Webster advised the St. Andrews United Church is considering organizing a brunch and bake sale on their front lawn, which should be included in the event advertising. It may also be a sponsorship opportunity.

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- 2009 Event Strategy

Discussion was held on the whether we should continue with our event strategy of holding a street closing event every month during the summer season. Motion to continue with event strategy of one event per month from May through September by Councilor Webster, seconded by Diane Kobelansky. Carried.

Motion to accept events report by Joanne Olsen, seconded by Diane Kobelansky. Carried.

- **Security**

Discussion was held concerning problems that occurred early last Saturday morning as patrons left Mains Mansion. A meeting is being organized with town staff and enforcement agencies, with a follow-up meeting expected with the bar establishments

8. CORRESPONDENCE

Phil reported that the BIA had received a petition opposing the closing of the street for any reason on Saturday November 29. Motion by Councilor Webster to accept the petition and refer it to staff for consideration and appropriate action. Seconded by Diane Kobelansky. Carried

9. OTHER MATTERS

10. NEXT MEETING

The next meeting will be on Wednesday November 19, 2008 at 7:00 a.m.

11. ADJOURNMENT

Motion to adjourn by Brian Price. Meeting adjourned at 9:15 a.m.