

MARKHAM VILLAGE B.I.A.
BOARD MEETING MINUTES
April 18, 2013 7:00 AM

Present: Diane Kobelansky, Vic Hartman, Behzad Safati, Councillor Campbell, Daniel Gauthier, Roger Clements, Sandra Tam, Councillor Moretti, Tracey Kaitabanis, Terrence Pochmurski

Regrets: Paul Cicchini

Staff: Christine Matthews

1. CALL TO ORDER

The meeting was called to order at 7:14 a.m. by Chair Diane Kobelansky.

2. DECLARATION OF TAX AND ENVIRONMENTAL OBLIGATIONS

Councillor Campbell asked and the board was advised by Diane to the best of her 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. ADOPTION OF THE MINUTES - regular board meeting- March 21, 2013
Sandra Tam pointed out that Stephen Chait's name was spelled incorrectly. Behzad Safti moved, Vic Hartman seconded. All in favour. Carried.

5. BUSINESS ARISING OUT OF THE MINUTES - Nothing to report at this time

6. DELEGATIONS - None

7. REPORTS - FINANCE - Diane - Finance report discussed. Terrence moved, Behzad seconded. All in favour. Carried.

Streetscaping - Vic - street banners are in bad shape. We need to order new ones for this year so no use in ordering more at this time. Diane mentioned Pan Am Games are coming to Markham and we will have Pan Am banners on Main Street this year. There will be no banners or flowers this year due to the construction.

Sponsorship - Nothing to report

Advertising - Jacki Bowyer who does our ads submitted a proposal for a \$100 a month raise. Terrence moves, Behzad seconded, Vic Hartman abstains. All in favour. Carried.

Events - Science Rendezvous and Grand opening of Farmers' Market - May 11.

8. CORRESPONDENCE - Nothing to report at this time

9. OTHER BUSINESS

- **MSM construction** - Tendering plans that were given to the prospective contractors were incorrect and didn't show the bumpout in front to the Duchess. Councillor Moretti advised the MVBIA and affected businesses to do a deputation to council about the patio policy. They can advise the clerk they want to speak at the beginning of council and that way you are able to get back to work and not wait for the item to be discussed.
- Councillor Campbell: MSM committee met previous evening and staff recommended option A & C (patio going through the sidewalk) but Phil Howes put forth a motion for the sidewalk to wrap around. The motion was passed by the MSM committee.
- Diane: Marketing Strategy: We had a meeting with Dennis Flaherty, Director of Communications about the marketing strategy for this years' construction. Dennis and the City want to take more involvement over the strategy. Dennis said he would like to do a passport and put it in Markham Life. There could be a big prize like a trip to China. There seemed to be some misunderstanding about the funds. We were under the impression that this would be over and above the funds we are asking for this year. Last year we received approx \$31,000. We need those funds for other marketing ideas and for additional signage to direct customers to Main Street.
- Councillor Moretti: the traffic management plan is a part of the tender and this will be discussed with Alan Brown at a later time.
- Behzad: there was a problem with machinery also blocking stores and signage.
- Diane: David Black would like a mural on the side of the building of Tangerine Gecko - maybe Pan Am Mural? This needs to be discussed with Heritage first.
- Councillor Moretti: there was a petition presented about the parking on Water street. The parking issue on Center and Water street will be addressed during the construction.
- Behzad: problem with people parking on the street too long. Maybe we should have 3 hr parking on Main Street because local business staff are parking there all day long.
- Diane: I attended a Pan Am workshop and we are thinking of doing a kickoff event with table tennis & badminton in 2014. Councillor Campbell - Philip Chow is the contact for that.
- Behzad: It would be nice to get the piano that publicizes the Pan Am games at the Science Rendezvous event. Christine to follow up with Mary Creiton at the City to see if this is possible.
- Diane: Problem with Festival of Lights this year due to insurance issues. Christine to check into solutions and report back.

10. NEXT MEETING - May 16, 2013

11. ADJOURNMENT - Roger moved, Behzad seconded, adjourned - 8:28 am