

**MARKHAM VILLAGE B.I.A.**

**REGULAR BOARD MEETING MINUTES**

**May 19, 2010 7:00 AM**

Present: Diane Kobelansky, Avery Rhijnsburger, Gary Bomshakian, Councilor John Webster, Brian Price, Councilor Carolina Moretti, Paul Cicchini

Regrets: Roger Clements, Joe Giuffre

Staff: Christine Matthews

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**1. CALL TO ORDER**

The meeting was called to order at 7:06 a.m. by Chair Diane Kobelansky.

**2. DECLARATION OF TAX AND ENVIRONMENTAL OBLIGATIONS**

The board was advised by the Chair that 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**

Motion to accept the April 21, 2010 minutes from Brian Price and seconded by Gary Bomshakian. Carried.

**5. CORRESPONDENCE**

There was no correspondence of note.

**6. BUSINESS ARISING OUT OF THE MINUTES**

There was no business arising out of the April 21, 2010 minutes.

## **7. DELEGATIONS**

There are no delegations.

## **8. REPORTS**

### **A) Finance**

- Presented and discussed the salary and benefits for Christine Matthews, Administrative & Event Coordinator and Community Liaison; and Contract agreements proposed for Phil Howse, Accountant and Sharon Wilcken, Events Planner and Web Site Manager.

Motion to accept by Avery Rhijnsburger, seconded by Paul Cicchini. Carried.

- Discussed the P & L of annual budget

Motion to approve financial report as circulated by Avery and seconded by Paul. Carried.

### **B) Streetscape**

- A report prepared by the Students on staff will go to Joe Giuffre who will then contact the Operations Group at the Town.

### **C) Sponsorship**

- A package is being prepared to present to the Board for sponsors for the 2010 events. It should be available at the next meeting for discussion. Councilor Moretti stated that "Sponsorship is the lifeblood of our events", in response to Paul's query as to what type of sponsors should be accepted taking into consideration the conflict of interest which may arise with businesses already on the street.

### **D) Events**

- Science Rendezvous: Christine gave a rundown of what happened at the event. We had 550 people in the first hour. Regular BIA tents were inadequate for the weather (abnormally high winds with rain). We need more funds to acquire larger tents for next year's event. Action: Christine to speak to Stephen Chait to review budget for next year.

### **E) Advertising**

- Jewel met with Diane and left a proposal that was passed around which included \$5,500 for radio ads for the entire summer, 216 exposures over 16 weeks.

It was agreed that radio ads are effective but the concern was who was going to be our target market. Councilor Webster suggested that we defer the discussion to a focused group. We agreed the committee would be lead by Brian Price.

- Avery suggested that first we need to agree on the advertising strategy and then we do an RFP.

- All agreed that we should go with MES & Toronto Star to advertise the upcoming May 30<sup>th</sup> Pedestrian Day.

- Councilor Webster suggested that we do a survey on May 30<sup>th</sup>, to inquire how people found out about the event. Action: Christine will coordinate survey for Ped. day.

- Paul suggested that in future advertising campaigns we might use the slogan “Flock Back Home”.

- Councilor Moretti suggested we do a contest: “What are your top 10 reasons for shopping Main Street?”

## **9) OTHER BUSINESS**

### **A) Permanent Washrooms**

Councilor Webster advised that the washrooms should be ready mid to end of summer or maybe sooner. Shovel was supposed to be in the ground in May.

Councilor Moretti advised that Steve Andrews is looking into it. She did not think it had gone to tender.

What about temporary washrooms?

Councilor Moretti advised that temporary washrooms would need to go through General Committee and she would advise status at the next meeting.

### **B) BBQ for Chef Series**

- Home hardware had been donating the BBQ for last year’s event said it was too time consuming and declined for this year. Action: Paul will talk to Murray to see if he will reconsider. If he doesn’t, we will need to purchase a BBQ.

C) Food Bank & BIA Assistance

- The food bank needs to relocate and requires \$40,000 to move. Diane suggested that the BIA could assist them in fundraising during the events. Councilor Webster declined comments as he is one of their Directors.

D) MSM Class Environmental Assessment Presentation

- Avery queried the position of our councilors; do they want 2 lanes or 4 lanes on Main Street?

Councilor Webster said that he wants 1 lane north and 1 lane south from Hwy 7 to Hwy 16.

Councilor Moretti said that she was at a crossroads. Traffic is an important issue and she is not sure how 2 lanes and 4 lanes would work.

**Adjourned: 9:07 a.m.**

**Next meeting: Wed, June 19, 2010 7:00 a.m.**