

**MARKHAM VILLAGE B.I.A.
REGULAR BOARD MEETING MINUTES
August 20, 2008 7:00 AM**

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

CALL TO ORDER

The meeting was called to order at 7:15 a.m. by councilor Webster who will Chair this meeting.

The meeting recognized the attendance of Sharon Wilcken of Accolades Events

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 Roger Clements to approve the minutes of the July 16,2008 board meeting. Approved.

5. BUSINESS ARISING OUT OF THE MINUTES

There was no business arising from the July 16 minutes.

6. DEPUTATIONS

No deputations were received.

7. REPORTS

- **Finance**

An interim P&L for January through August of this year was presented. Motion to accept financial report by Phil Howes, seconded by Diane Kobelansky, approved.

▪ **Sponsorship**

New sponsorship has been obtained by the Auto Classic committee totaling \$9,100 to date. FIDO decals have been placed on the Farmers' Market, Auto Classic, Festival of Lights and Jazz Festival pole banners. Motion to accept sponsorship report by Phil Howes, seconded by Diane Kobelansky. Approved

▪ **Corporate structure – Bill 130**

Report by Wil Pialagitis on the Corporate Structure subcommittee which has held 2 meetings to date. The committee is made up of Councillor Webster, Phil Howes, Diane Kobelansky, Amy Pialagitis and Wil Pialagitis. The committee reports that the BIA is now a child of the town, and there are very detailed implications which may follow from this. Discussion was held that perhaps this is an appropriate time to address the Town's commitments and policies towards the BIA. Motion to accept corporate structure report by Wil Pialagitis, seconded by Roger Clements. Approved

▪ **Events**

Report by Phil on the status of current events.

• Pedestrian Days

A Pedestrian Day was held Sunday July 20. It rained, and rained and rained. There was about a 3 hour window of no rain and that time was good. The next Pedestrian Day is October 5.

▪ Jazz Festival

The Jazz Festival was held last weekend. It was a success artistically with the Jazz Committee presenting a huge main stage and a 2nd smaller stage with entertainment provided. This cost the BIA nothing. Feedback is being received from members. The attendance was acceptable but did not appear large – partially because of the physical size of our street being so large. Commercially the Festival did not appear to be a great success – most members reported little commercial activity. Some members were not open and that did not look good.

▪ Auto Classic

The Auto Classic will be held September 7. Advertising is being handled by Brian, and a committee of volunteers have been working on this event and it is progressing. There are 150 cars preregistered to date with proceeds going to the Center for DREAMS.

- Doors Open Markham is occurring this weekend. We have a double Decker Bus and Walking Tours arranged for Saturday and Sunday.
- Festival of Lights

We are negotiating with Network Production & Communication Inc. to manage this event. More details will follow.

Motion to accept events report by Wil Pialagitis, seconded by Brian Price. Approved

- **Advertising**

- 2009 Directory

The agreement has been made with Lenmark Productions to produce a 2009 Markham BIA Directory as well as a 2010 directory, as distributed to Board members on July 30. It was asked if the directory could be out before the end of 2008 in order to capitalize on the Christmas Season – we will try. Costs have increased to \$7,500 for production and \$7500 for printing, to total \$15,000. Costs are to be covered by net advertising revenue after commissions of 25%, therefore the required gross advertising revenue is \$20,000 to break even. Brian Price is to work with Lenmark on general layout and design, Motion to approve the 2009 Directory by Diane Kobelansky, seconded by Wil Pialagitis. Approved

- **Main Street Markham Environmental Assessment**

Deferred to our next meeting

- **Awning**

The BIA awning has been damaged in recent storms. Cost to repair is quoted at \$1200. Phil is to determine if we can use our insurance to cover the cost. If we are replacing it perhaps we should have it redesigned to reflect our new brand?

- **Security**

Phil reported that he is asking for a quotation from BIA member ConTron for a hi-tech security camera system. The quote is expected shortly. Councilor Webster reported that District 5 has a new police chief.

8. CORRESPONDENCE

No correspondence has been received

9. NEXT MEETING

The next meeting will be on Wednesday September 24, 2008 at 7:00 a.m.

10. OTHER MATTERS

1. Bill C130. Further discussion was held on the implications of the bill on the BIA and on the need for the BIA to get more businesses involved and to be working together to improve the success of the BIA

2. Homes for the Holidays This event is on our budget – the BIA sponsors the event as a Business Community partner, and it is a fundraiser for the Varley McKay Foundation and breast cancer care in York Region. It was agreed to continue our sponsorship but to try to enhance the values we get from it.

3. Heroes Challenge. This is a fundraising initiative by Markhaven Foundation which could also be a part of our October 5 Pedestrian Day. It was felt that the BIA should look into getting involved with this fundraiser as a community partner action. Councillor Webster will follow up on with Phil

10. ADJOURNMENT

Motion to adjourn by Wil Pialagitis, seconded by Brian Price. Meeting adjourned at 8:57 a.m.