

**MARKHAM VILLAGE B.I.A.
REGULAR BOARD MEETING MINUTES
July 16, 2008 7:00 AM**

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

CALL TO ORDER

The meeting was called to order at 7:06 a.m.

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 Councillor Webster, Seconded by Diane Kobelansky to approve the minutes of the June 18,2008 board meeting. Approved.

5. BUSINESS ARISING OUT OF THE MINUTES

There was no business arising from the June 18 minutes.

6. DEPUTATIONS

No deputations were received.

7. REPORTS

▪ **Finance**

An interim P&L for January through July of this year was presented. No accruals have yet been recorded for summer payroll in account number because those were not yet received from the town. *(It was clarified that the BIA does not have a bank account; the Town acts as its bank.)*

- **Sponsorship**

Fido Decals have been made to put on BIA event pole banners. There are currently 4 on the street – Farmers’ Market, Auto Classic, Festival of Lights and Jazz Festival. One decal would be placed on each side of the banner. Motion by Phil Howes to approve the placing of the decals on BIA event pole banners as fulfillment of our commitment to FIDO’s sponsorship requirement. Seconded by Brian Price. Approved

- **Corporate structure – Bill 130**

A subcommittee was formed to review and address the changes required under Bill 130. Councillor Webster, Joanne Olson, Phil Howes, Diane Kobelansky and Wil Pialagitis agreed to form the committee.

- **Events**

Discussions have been held to source an event management firm to run the Festival of Lights and possibly the Auto Classic. Motion by Councillor Webster to delegate authority to the BIA manager to negotiate with an event management company for the events that he sees fit, and before signing, to send a detailed e-mail to the board for their comment. Seconded by Joanne Olson. Approved.

- **Pedestrian Days**

The next Pedestrian Day is Sunday July 20, and additional members are expected to be out since May. Roksalana’s Art School will be doing free art and Nox will be doing demonstrations and free lessons.

The banner at the bottom of the street is up and the BIA has the banner space for 10 weeks in total this year, which is improved from last year. We may need a new banner for the Car Show.

- **Festival of Lights**

Nothing to report on this event. .

- **Music Festival**

The BIA donated \$5000 this year. The BIA representatives to the Music Festival committee, Roger Clements & Joanne Olson, were congratulated on a great job working with the festival committee. The Center for Dreams also did a great job with cleanup. Feedback from members has been received and is posted on the website. It was noted that this is the first weekend that the festival has not been on Father’s Day. Discussion also followed on the Music Festival task force which we anticipate will be established in early September.

- Jazz Festival

There will be a banner for the jazz festival and custom made hot spot signs.

- Auto Classic

The Auto Classic committee of volunteers is working on this event and it is progressing. Joanne has provided some quotes for kids zone entertainment pieces.

- Farmers Market

Discussion was held on disposing of the Bus which belongs to the Farmers' Market corporation – not the BIA.

- **Advertising**

- 2009 Directory Proposal

A proposal was presented and discussed to produce a new Main Street Markham directory for completion in early 2009. Projected costs for 30,000 copies will be \$6,000 for production and \$7500 for printing, to total \$13,500. All costs are expected to be covered by net advertising revenue after commissions of 25%. The required gross advertising revenue is \$18,000 to break even. Additional revenue would be used for additional printing or distribution, a shortfall would have to be covered by the BIA. Motion by Councillor Webster authorizing the BIA manager to finalize negotiations with the publisher to produce the 2009 BIA directory with an upside cost to the BIA of \$13,500, provided an e-mail is sent to the board for comment before confirming. Seconded by Diane Kobelansky.
Approved

Wil had to leave at 8:35 a.m. and Roger Clements took over as Chair.

- **Other**

- **Awning**

The BIA awning has been damaged in recent storms. Cost to repair is quoted at \$1200. Councillor Webster said he will contact his assistant to determine if we can use our insurance to cover the cost.

- **Main street environmental assessment**

The next meeting of the Main Street Markham Environmental Assessment Community Advisory Group is on July 29th to lay out alternative traffic proposals.

○ **Directional parking signs**

A number of the new large P signs gone up, and there are still more to come.

8. CORRESPONDENCE

No correspondence has been received

9. NEXT MEETING

The next meeting will be on Wednesday August 20, 2008 at 7:00 a.m.

10. ADJOURNMENT

Motion to adjourn by Diane Kobelansky, seconded by Brian Price. Meeting adjourned at 8:58 a.m.