

MARKHAM VILLAGE B.I.A.
REGULAR BOARD MEETING MINUTES
September 24, 2008 7:00 AM

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

CALL TO ORDER

The meeting was called to order at 7:15 a.m. by Chairman Wil.

The meeting recognized the attendance of Conrad Henry of Contron Telecon/Telus Mobility, and Les Olsen of Village Pottery

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 Councilor Webster, seconded by Diane Kobelansky to approve the minutes of the August 20, 2008 board meeting. Carried.

5. BUSINESS ARISING OUT OF THE MINUTES

There was no business arising from the August 20 minutes.

6. DEPUTATIONS

No deputations were received.

7. REPORTS

▪ **Finance**

An interim P&L for January through September of this year was presented. Discussion was held on projections to the end of 2008 and the 2009 budget, which would require a determination of our investment in botanicals for 2009. Councilors

Webster and Moretti agreed to undertake to contact the appropriate departments at the Town.

Motion to accept financial report by Diane Kobelansky, seconded by Brian Price.
Carried.

▪ **Sponsorship**

Discussion was held on the 2008 sponsorship initiative and results. Conrad Henry presented a delegation requesting more information on the sponsorship criteria and selection process, the results for 2008 and intentions going forward. It was decided that the Sponsorship Committee will meet with Conrad and report back.

▪ **Corporate structure – Bill 130**

Nothing further to report at this time

▪ **Events**

Report by Phil on the status of current events.

• Pedestrian Days

The next Pedestrian Day is scheduled for October 5. Discussion was held whether we should cancel the event – it was agreed that since the date had been set, and that since the MarkHaven Foundation would be holding a Wheelchair Rodeo as a part of the Heroes Challenge, and that since posters and some advertising had been placed that it should go ahead.

• Auto Classic

The Auto Classic was held September 7. It rained. Over 225 vehicles attended and over \$2200 was raised for the Center for DREAMS. Again, many members were not open. If it had not rained this should have been a very popular event this year. Phil wants to recognize the work which was done by the volunteer committee in organizing this event to attract attention to Main Street Markham. The event cost to the BIA was reduced to \$2,200 from \$7,000 in 2007; however we had 3 sponsors drop out at the last minute which lost us \$1500.

Councilor Moretti agreed to contact the companies in question, as their logos and names were included on all ads and printed materials.

• Doors Open Markham was held Aug 23 & 24. The double Decker Bus that was arranged broke down so they sent a substitute which did not have an open top. It was not as good. The Official Town Crier greeted visitors and held walking tours.

- Festival of Lights

Network Production & Communication Inc. (NPC) has been contracted to manage this event as per the agreement which was sent out to Directors via email on September 2. (Copy attached)

Discussion was held on rebranding the event to emphasize the daytime festivities, such as “Santa Day on Main Street”, as well as the importance of getting the message out that the Festival of Lights itself is being held on Saturday night, not Friday. We hope to coordinate our activities and advertising with the Markham Santa Claus Parade this year.

NPC wishes to set up a specialty food Vendors Alley on Robinson Street directly across from the BIA office, which will be ready to start as soon as the parade finishes. BIA members will be offered a 20% discount on space in the Vendors Alley.

- 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. Dates have to be sent to the Town for inclusion in the 2009 calendar by September 30. It was agreed that events are a key component of our advertising and marketing strategy and that we should continue with them.

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

- **Advertising**
2009 Directory

A first draft of artwork was presented and discussed. It was felt that more work needed to be done. It was felt that the focus should be more on people. The board has requested to approve the final draft before it goes forward. Brian Price and Roger Carlsen to follow up.

Motion to approve the Advertising report by Diane Kobelansky, seconded by Brian Price. Carried

- **Main Street Markham Environmental Assessment**

The next meeting of the Environmental Assessment CAG has been scheduled for October 16. Discussion deferred to our next meeting

- **Security**

Conrad from ConTron gave a presentation on installation of a hi-tech security camera system. Conrad is to meet with Phil and provide a quote for our next meeting.

8. CORRESPONDENCE

No correspondence has been received

9. OTHER MATTERS

10. NEXT MEETING

The next meeting will be on Wednesday October 15, 2008 at 7:00 a.m.

11. ADJOURNMENT

Motion to adjourn by Paul Cicchini, seconded by Brian Price. Carried. Meeting adjourned at 9:05 a.m.