

MARKHAM VILLAGE B.I.A.
REGULAR BOARD MEETING MINUTES
March 18, 2009 7:00 AM

Present: Phil Howes, Roger Clements, Brian Price, Councillor Webster, Diane Kobelansky, Joanne Olson
Regrets: Councillor Moretti, Wil Pialagitis, Paul Cicchini, Roger Carlsen
Members: Les Olson, Joe Giuffre

1. CALL TO ORDER

The meeting was called to order at 7:35 a.m. by Chairman Diane Kobelansky.

2. 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. CORRESPONDENCE

Correspondence has been received from member Les Ford requesting action from the BIA to address on-street parking by employees of businesses on the street, tying up available parking spots in front of retail members. Motion to receive the correspondence by Councillor Webster, seconded by Brian Price. Carried

Discussion followed on parking issues, and Councillor Webster advised that the town has formed a parking authority. It was noted that the parking issue also must deal with trying to establish a uniform parking policy throughout the BIA area, not just addressing the on-street parking.

Motion by Brian Price, seconded by Joanne Olson to direct the Manager to talk to people who park on the street all day and ask them to move. Carried

Motion by Joanne Olsen, seconded by Roger Clements that the BIA forms a parking committee to explore and make recommendations for improvements to parking in the BIA area. Carried

4. 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 Roger Clements, to approve the minutes of the January 21, 2009 board meeting. Carried.

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5. BUSINESS ARISING OUT OF THE MINUTES

Roger Clements advised that he did speak to our M.P.P. Helena Jaczek to inquire about any possible funding/grant sources that may be available to us, and was advised that as the agency is already partially funded by the Ontario Government there would be no further funding available.

No meeting has yet been arranged with Longos. Action: Councillor Moretti

6. DEPUTATIONS

No deputations were received.

7. REPORTS

▪ **Finance**

An interim P&L for January through March 21 of this year was presented. Motion to accept the interim financial report by Brian Price, seconded by Joanne Olsen. Carried

▪ **2009 Budget**

Phil presented a draft of the 2009 budget for discussion and advised that the Town has requested a copy of our budget as soon as it is approved. The budget provides for no increase in the BIA levy for 2009, but also requires a substantial increase in sponsorship revenues in order to cover the costs of planned events, advertising and streetscaping.

Phil reported that he has met with Town staff and they have provided a plan for 20% fewer botanicals in the BIA areas at no cost to the BIA. A detailed map of the proposed layout has been received for us to review.

Motion to approve the 2009 budget by Brian Price, seconded by Joanne Olsen.
Carried

▪ **Advertising**

2009 Directory: The 2009 Main Street Markham Directory has been received. 35,000 copies were printed which is an additional 5,000 over originally planned.

Phil reported that the directory has an error on the date for the Doors Open Event which was changed after being sent to print from August 22 to August 29. Phil attended the March 9 Doors Open committee meeting prior to approving the final draft for print and confirmed the date. Discussion was held on possible ways to fix the directory prior to distribution.

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Discussion was held on the distribution of the directory.

Non-Addressed Mail: A quote from FSA was presented and discussed to prepare and deliver directory to postal codes L3P and L6E. Diane Kobelansky volunteered to go to the post office and see if we could do it ourselves for less. Motion to distribute approximately 18,000 copies of the directory through non-addressed mail in postal codes L3P and L6E in the first week of April by Councillor Webster, seconded by Joanne Olson.

Hotel & Tourist destination distribution: A quote from CTM was presented and discussed. Motion to distribute approximately 15,000 copies of the directory with Option 2 of the provided quote by Councillor Webster, seconded by Joanne Olson.

Seasonal Promotions: Phil reported that the first seasonal promotion held in February was well received and resulted in lots of free press and a 2 page co-op ad in the Economist & Sun. As well the Economist shortly afterward copied our idea with an A to Z promotion. Plans are underway for the second promotion which will focus around the Easter weekend involving an Easter egg prize giveaway.

Events

Markham Village Music Festival

A revised request for sponsorship in the amount of \$5000 has been received from the Music Festival committee. The revisions followed discussions held with the Music Festival committee regarding the non-placement of booths in front of BIA members unless specifically authorized, and the confirmation of a creation of a task force on the Music Festival. Discussion was held on the Music Festival and it was agreed to defer discussion of actual booth placement to a future date.

Motion to approve sponsorship request in the amount of \$5000 to the Markham Village Music Festival by Roger Clements. Seconded by Brian Price. Carried

Farmers' Market

A Farmer's Market committee meeting is scheduled for next week No further report at this time.

Pedestrian Day May 24, 2009

Les Olson reported that he has had discussions with the Markham Guild of Artists re: a cooperative effort to create an Artisan's Alley for the pedestrian days. The Artisans Alley is proposed to run along Robinson Street east of Main Street - back to the Guild. Discussion was held about changing the location to be on Main Street itself to create a greater visual impact. Les will report back on progress.

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Main Street Markham Jazz: August 16, 2009

Nothing to report

Main Street Markham Auto Classic September 13, 2009

Nothing to report

Main Street Markham Santa Fest – Festival of Lights November 28, 2009

Councillor Webster has scheduled a meeting for March 24 at Civic Centre with the Markham Sunrise Rotary, Town Officials and the BIA to wrap up the 2008 Santa Claus Parade and begin preparation for the 2009 Parade and Santa Fest.

9. OTHER MATTERS

- **NEXT MEETING**

Next meeting is Wednesday April 15, 2009, 7:00 am at the BIA office.

10. ADJOURNMENT

Motion to adjourn by Brian Price. Meeting adjourned at 9:15 am.