

MARKHAM VILLAGE B.I.A.
REGULAR BOARD MEETING MINUTES
April 19, 2023 9:00 AM
Via ZOOM Videoconference
DRAFT

Present:

Paul Cicchini (Chair)
Michelle McDermott
Aly Daya

Brian Rowsell (Secretary)
Daniel Imbrogno
Tony Paul

Staff: Heather Cook

Phil Howes

1. CALL TO ORDER

The meeting was called to order at 9:01 a.m. by Chairman Paul Cicchini.

2. DECLARATION OF TAX AND ENVIRONMENTAL OBLIGATIONS

The board was advised by the Chair that to the best of his knowledge and abilities the BIA meets 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. ELECTION OF OFFICERS

The Chair advised that as this is a new Board as elected at the recent Annual General Meeting, therefore we must appoint officers BIA Board com.
Motion to appoint Paul Cicchini and Brian Rowsell by Michelle McDermott, seconded Aly Daya. Carried.

5. ADOPTION OF THE MINUTES OF February 16, 2023 MEETING

Motion to approve the minutes of February 16 meeting by Michelle McDermott, seconded by Danny Imbrogno. Carried.

6. ADOPTION OF THE MINUTES OF March 16, 2023 MEETING

Motion to approve the minutes of March 16 meeting by Danny Imbrogno, seconded by Michelle McDermott. Carried.

7. RECEIVE DRAFT MINUTES OF March 28, 2023 ANNUAL GENERAL MEETING

Motion to receive the draft minutes of the Annual General Meeting held March 28, 2023 by Michelle McDermott, seconded by Danny Imbrogno. Carried.

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8. FINANCIAL REPORTS – DRAFT 2022 AUDITED FINANCIAL STATEMENT AND MANAGEMENT REPRESENTATION LETTER

The latest draft of the Financial Statements for the period ended December 31 have been prepared by the City's Auditors, KPMG LLG were presented which show a deficit on operations of \$29,988 for the year. The notes to the statements will be amended to show the renewal of the lease of the BIA offices on Robinson Street.

Motion to approve the draft KPMG 2022 Audited Financial Statement, subject to revision of Note 6, by Danny Imbrogno, seconded by Aly Daya. Carried.

9. OPERATIONS REPORT

BIA Gift Card - Direct Spending Incentives: Heather reported that she has done some research and that we can in fact have a gift card that acts just like a prepaid debit/credit card, which is limited for use in businesses who are members of the BIA. The issuing company, Somapay, will contact the member businesses directly and to participate they must be currently using a payment processing firm such as Moneris, Chase, etc. There is an installation cost, and it takes 3-4 weeks to implement. The general idea is that the customer can purchase a card with a face value card of \$100, for example, at a discount.

Heather will be meeting with the Newmarket BIA to learn more about how they have implemented this idea. Aly advised that his locations in Oakville and Shops at Don Mills have a similar plan in those business communities and it works well.

Member Communications: Danny inquired whether we had considered a monthly newsletter to members to help engage them in the activities of the BIA. Heather reported that we have our digital expert Vanna starting soon and that she will be working on improving the use of existing functionality on the BIA website and encouraging members to use the website themselves in marketing their business through the member features that are available.

Previously the BIA published a monthly print newspaper called Village Voice which it was not recommended to go back to.

10. BENCHES AND GARBAGE CONTAINERS:

Chairman Paul reported that the garbage containers and seating benches have been placed out on the street for the spring-summer-fall season, but that the benches face the wrong way. Again.

ADJOURNMENT – The meeting adjourned at 10:03 am

NEXT MEETING – TBD