

**MARKHAM VILLAGE B.I.A.**  
**REGULAR BOARD MEETING MINUTES**  
**January 26 2017 7:30 AM**

Present:

Paul Cicchini (Chair)

Councilor Karen Rea (Ward 4)

Daniel Imbrogno

Councilor Colin Campbell (Ward 5)

Brian Rowsell (Secretary)

Susan Taylor

Regrets: Avery Rhijnsburger, Shaun Kelly

Guests: Phil Howes, Chris Ford, Gunther Langhorst, Jackie Spencer

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**1. CALL TO ORDER**

The meeting was called to order at 7:40 a.m. by Chairman Paul Cicchini .

**2. DECLARATION OF TAX AND ENVIRONMENTAL OBLIGATIONS**

The board was advised by the Chair that to the best his knowledge and abilities the BIA is meeting 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. ADOPTION OF THE MINUTES**

Minutes of the Board meeting held November 17, 2016 have been previously distributed. Motion by Councillor Campbell, seconded by Danny Imbrogno to adopt the minutes of the November 17,2016 meeting. Carried

**5. CORRESPONDENCE** - no correspondence has been received

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**6. BUSINESS ARISING OUT OF THE MINUTES**

**BIA STAFF**

Brian presented for discussion purposes a draft job description for a part time contract position "Digital Marketing Associate and Office Coordinator" - attached as Schedule A.

Brian also advised the board that we have made application from Services Canada for funding for two summer students, which would provide staff for farmers market and Music on Main.

**7. DELEGATIONS**

**A.** Mr. Christopher Ford made a presentation to the board expressing his interest in the position described by Brian and presented an audit of the BIA website that he had prepared, pointing out some mobile viewing issues. Chris suggested that we could revamp the website very quickly as he is knowledgeable with using wordpress, and his desire to get out and meet the business owners first hand.

**B.** Ms. Jackie Spencer made expressing her interest in a position with the BIA as full time executive director. Jacki has previous experience working with the Unionville BIA and in radio, marketing, advertising and digital photography.

**Discussion:**

Danny expressed need for person to be active in helping businesses get involved and showing them how to self promote.

Discussion was held on the staffing structure strategy for the office and events. Chairman Paul proposed retaining professional event managers to run the larger events, with support from part time office staff, summer students, a digital technical person and other support personnel.

Discussion was held on the merits of both individuals who attended the meeting, the need to make a decision soon, and the structure of the employment arrangement, which should be reviewed by the City's HR department.

**MOTION:** Moved by Brian Rowsell, seconded by Danny Imbrogno to offer a contract of employment to Chris Ford, to the end of December 2017, with a three month probationary period. Carried. 1:14

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**8. REPORTS**

**Finance 2016 Interim Operating Results**

The Chair asked Phil Howes to discuss the financial report. Interim Operating Statements for the period January through December 2016 were presented and discussed. Current operating surplus is \$88,926 to be carried forward to the 2017 financial year. Discussion was held on possible uses for the surplus in the 2017 budget, and the need to make some significant investment in marketing.

**Motion to adopt** - no motion

**Streetscaping:**

Chairman Paul noted that a tree had been removed in front of Second Cup, and that the light pole in front of the Duchess was damaged and needs repair. Action: Councillor Rea will contact Operations regarding the tree in front of 2nd Cup.

**Annual Generating Meeting:**

Councillor Rea offered to send a letter to all of the property owners encouraging them to come to the AGM. Councillor Rea also advised that the City is prepared to invest \$25,000 on a Retail Analyst to review the mix of businesses in the BIA area. Concern was expressed about the reduction in diversity in the business mix in the commercial area, and the need to encourage retail, dining and other non-professional operations to ensure a thriving business community.

No date was set for the AGM.

**9. FARMERS MARKET 1:15**

Motion was made by Councillor Campbell seconded by Danny Imbrogno to retain Brian Rowsell as the Manager for the Farmers' Market for 2017 at the same fee as was paid in 2016.

Brian reported that he has applied for an Ontario Seniors Grant for \$3000, and that he has reached out to previous vendors who have agreed to return to the market - resulting in 5 additional vendors so far.

**ADJOURNMENT** - The meeting was adjourned at 9:05 am.

**NEXT MEETING – Thursday February 16, 2017 BIA Office, 7:30 am.**