

**MARKHAM VILLAGE B.I.A.  
REGULAR BOARD MEETING MINUTES  
SEPTEMBER 14, 2017 7:30 AM**

Present:

Paul Cicchini (Chair)  
Brian Rowsell (Secretary)  
Susan Taylor

Councilor Colin Campbell (Ward 5)  
Councilor Karen Rea (Ward 4)

Guests: Phil Howes, Christopher Ford, Chris Alexander – City of Markham

Regrets: Daniel Imbrogno

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**1. CALL TO ORDER**

The meeting was called to order at 7:43 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 July 13, 2017 had been previously distributed. Motion by Colin Campbell, seconded by Susan Taylor to adopt the minutes of the July 13, 2017 meeting. Carried

**5. CORRESPONDENCE - NONE**

- 6. BUSINESS ARISING OUT OF THE MINUTES** – Brian reported that the trial of the ISign Media showed that the device wasn't successful in providing a meaningful method of advertising. Unless someone was actively searching for a wifi network the ISign advert did not automatically pop up to be viewed.

- 7. DELEGATIONS** –Chris Alexander with the City of Markham By-Law department reviewed the issue of signage permissible under the current by-laws. Signage not permitted include Mobile or Trailer signs, A-Frames and Banner Style Signs. The concern for the City regarding A-Frame Signs on City property

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leans to liability should a sign cause injury or damage. No Neon, Corplast, Digital or Audio signs are currently permitted. Under the current by-laws no more than 25% of window space shall be covered with Graphics.

It was suggested that a by-law audit be conducted to identify what current signage conforms and what current signage is in contravention with current by-laws in the books now. A report back to the BIA Board will be made on November 16<sup>th</sup>.

Judi suggested we look at applying for a Celebrate Markham Grant for 2018 for the Festival of Lights event. It will be considered in time for making the application.

Chris and Judi were pleased to report a successful completion to the Auto Classic with more than \$4475 being raised for The Centre For Dreams.

Chris reported that the Music on Main event came in slightly over budget, but was thrilled with the acceptance of the event by both Merchants and the General Public. A survey was sent out. The results have yet to be tabulated.

Farmers Market revenues are on track to be approximately 30% over last year's income. Vendors are reportedly happy with the event.

The MVBIA office lease is up for renewal. It was agreed that the lease be renewed for an additional 5 years. Brian is to communicate with the Landlord to convey our intent to do so.

## **8. REPORTS**

- **Finance** – Phil Howes updated the Board of the current financial situation. Statements were provided. Brian moved to accept the Statements as provided, Paul seconded the motion.

9. **OTHER MATTERS** - In Camera, Judi and Phil were asked to leave to allow for a discussion.

10. **ADJOURNMENT** - The meeting was adjourned at 9:12 am.

**NEXT MEETING – Thursday October 19th, 2017 - BIA Office, 7:30 am.**