

**MARKHAM VILLAGE B.I.A.  
REGULAR BOARD MEETING MINUTES  
SEPTEMBER 27 , 2018 7:30 AM**

Present:

Paul Cicchini (Chair)

Brian Rowsell (Secretary)

Councilor Karen Rea (Ward 4)

Councilor Colin Campbell (Ward 5)

Regrets: Daniel Imbrogno

Staff: Victoria Campbell,

Guests: Phil Howes, Carolina Billings, Leslie Benzic, Don Delosantos, Sandra Tam

---

**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 June 28, 2018 had been previously distributed. Motion by Colin Campbell, seconded by Brian Rowsell to adopt the minutes of the June 28, 2018 meeting. Carried: All

**5. CORRESPONDENCE - NONE**

**6. BUSINESS ARISING OUT OF THE MINUTES – None**

**MARKHAM VILLAGE B.I.A.  
REGULAR BOARD MEETING MINUTES  
SEPTEMBER 27 , 2018 7:30 AM**

**7. REPORTS**

**Finance:** Phil reported on the Financials, Our financial position is favourable. There has been additional chargebacks around \$30,000 mostly from 144 Main. There may be more outstanding. Motion to accept Colin, second Brian

**8. OTHER BUSINESS**

Judi reported that the Celebrate Markham Grant for \$5,000 has yet to be received for the Festival of Lights. It had been approved.

Street WiFi: Unionville has implemented a WiFi service with 3 access points utilizing the Central Counties Grant. Their cost is around \$600/month. We have approximately 1,500 logins on our test. 48% aged 17-24, 23% aged 24-40. A push campaign was suggested to see what the response would be to advertising to the 1,500 signed up. A motion was made by Brian and Seconded by Paul to repay the expenses incurred by Cloud 9 with regards to the development and testing costs for our Street WiFi.

The Ontario BIA Association announced a \$2,500 grant available to all Main Street Businesses to improve their Digital Marketing Programs. Details were to be provided to the BIA by Victoria once the details were available.

WiFi is being installed at the Library a joint venture with Economic Development.

Road Closure costs need to be compared to the costs should the City provide the service rather than an independent service. The total costs of the Auto Classic were not as bad as anticipated even with the additional road closure costs included.

Judi informed the Board that the invoice for shared street closure costs was not being paid as the Music Festival had run out of money. A request was made to the board to forgive the monies owing and that the invoice be waived. Further discussion is required.

Carolina Billings was nominated to be a Board Member by Colin and seconded by Karen.

**9. DELEGATIONS** - Digital Main Street was introduced by Don Delos Santos and Sandra Tay. There is a \$10,000 grant being made to the York Region Area with a total of \$8M available. The concern is that if the MVBIA join with York Region the grant will disappear as admin costs will eat up the majority of the funding and very little will actually make its way to the appropriate BIA's. We thought that the funding should remain local and any grant application should be made independently by the MVBIA.

**MARKHAM VILLAGE B.I.A.  
REGULAR BOARD MEETING MINUTES  
SEPTEMBER 27 , 2018 7:30 AM**

**10. ADJOURNMENT** - The meeting was adjourned at 9:37 am.

**NEXT MEETING – Thursday October 18th, 2018 - BIA Office, 7:30 am.**