

**MARKHAM VILLAGE B.I.A.**  
**REGULAR BOARD MEETING MINUTES**  
**September 30, 2021 10 AM**  
**Via ZOOM Videoconference**  
**Approved November 18 2021**

Present:

Paul Cicchini (Chair)  
Brian Rowsell (Secretary)  
Councilor Karen Rea  
Michelle McDermott  
Daniel Imbrogno

Staff: Heather Cook  
Jessie Wong  
Quinton Hylton  
Phil Howes

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**1. CALL TO ORDER**

The meeting was called to order at 9:25 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**

Motion by Michelle McDermott, seconded by Daniel Imbrogno to approve the minutes for the September 9, 2021 meeting. Carried

**5. FINANCIAL REPORTS**

Interim Operating statements were for the year to date ended August 31, 2021 have been distributed for review. It was reported that subsequent to August 31 the BIA has received grants from the OBIAA (Digital Main Street) for \$8,000 and possibly \$12,000 from Destination Markham for the Farmers' Market and the Holiday season. These were not anticipated when the budget was prepared. Phil suggested that we should start preparing for the next year's budget soon. Board members are encouraged to contact Phil directly if they have any further questions.

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**6. NEW STAFF INTRODUCTION**

Heather introduced our new graphic artist staff member Quinton Hylton who was welcomed to the BIA.

**7. MARKETING AND OPERATIONS UPDATE**

**a. HOLIDAY SEASON – FESTIVAL OF LIGHTS – CHRISTMAS MARKET**

Heather provided an update on the progress made on plans for the Holiday Season by the BIA staff. The Santa Claus parade and Festival of Lights will not be held this year as the city has prohibited any street closings or major events. The BIA staff have been working on creating a number of festive attractions to encourage people to come to Main Street yet still maintain proper social distancing, including:

1. Holiday Gift Guide - The Main Street Markham 24 Days of Gift Giving Guide is being produced and members will be asked to submit items for inclusion in the guide beginning next week,
2. Markham's first European style Christmas Market is progressing well and funds from Destination Markham can be used to assist with this. Vendors from the Farmers' Market are anxious to participate, and BIA members will also be encouraged to be vendors. Councilor Rea offered to assist with the Brad at the City with regards to any canopies, tents or other temporary structures that the market will be using, especially as they may impact parking areas.
3. The Window Decorating Contest is returning with a fun theme which will be introduced to the members soon.
4. The traditional Festival of Lights tree lighting ceremony cannot take place but it will be returning as a virtual event only. Once the tree is up and lit it will be an attraction for people to visit.
5. Other attractions are also being planned such as socially distanced photos with Santa, and music performances sponsored by the Markham Village Music Festival committee will be taking place on private property.

**b. MUSIC ON MAIN – MARKHAM VILLAGE MUSIC FESTIVAL**

The Markham Village Music Festival is still interested in sponsoring musicians perform on Main Street in areas that are private property only – not City property. Danny said that his business is planning to have musicians

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perform as soon as he can get approval from his landlord.

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**8. MARKETING DISCUSSION:**

An animated discussion was held on new marketing initiatives that could and are being planned by various businesses on the street – especially using social media influencers. The Duchess will be hosting a special social media event featuring the Toronto Maple Leafs next week, and Love Gelato has organized a Pop-Up event with popular social media influencer “Chef Dev”. Discussion was held on other initiatives that we can do in this area, perhaps with other major influencers – especially since we have received the OBIAA funding.

**9. FARMERS MARKET UPDATE**

Brian updated the status of the Farmers’ Market and said that it has been very well received this year by both vendors and the public. The market will not expanding on to Robinson Street for the rest of this year but everyone is enthusiastic about continuing in the parking lot area, and perhaps expanding to the parking area beside the BIA office. Brian offered special thanks to Jessie for her excellent effort and work in the market.

**10. ADDITIONAL BUSINESS**

**VACCINE CERTIFICATES**

Some discussion was held on the new vaccine certification requirements and the difficulty in enforcing the rules which seem arbitrary and not very clear. There is still quite a bit of confusion at present and many Board members expressed frustration.

**UPDATE ON PROPERTY DEVELOPMENTS ON MAIN STREET**

The Wedding Cake House has a new tenant who will be opening a Caribbean Restaurant featuring Jerk Chicken. Unfortunately the building sustained fire damage in the rear and extensive smoke damage throughout.

No further update was provided at this time on the other main properties of concern, **144 Main St. (Main’s Mansion and plaza)**, and the **Tremont Hotel**

**11. ADJOURNMENT** – Motion to adjourn at 10:35 am by Councilor Rea, seconded by Brian. Carried.

**NEXT MEETING – October 21 2021 9:00 AM**