

MARKHAM VILLAGE B.I.A.
REGULAR BOARD MEETING MINUTES
September 9, 2021 10 AM
Via ZOOM Videoconference
DRAFT

Present:

Paul Cicchini (Chair)
Brian Rowsell (Secretary)
Councillor Karen Rea
Councillor Andrew Keyes
Tony Paul
Michelle McDermott
Aly Daya

Staff: Heather Cook
Jessie Wong
Phil Howes

1. CALL TO ORDER

The meeting was called to order at 9:05 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. FINANCIAL REPORTS

Interim Operating statements were for the year to date ended July 31, 2021 have been distributed for review. Board members are encouraged to contact Phil directly if they have any further questions,

5. ADOPTION OF THE MINUTES

Motion by Michelle McDermott, seconded by Aly Daya to approve the minutes for the August 5, 2021 meeting. Carried

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6. MARKETING AND OPERATIONS UPDATE

a. HALLOWEEN on Main Street

Discussion was held on the feasibility of holding an event for Halloween this year. It was agreed that there can be no candy distribution due to the COVID restrictions. Heather proposed other ideas that could involve the community such as a pumpkin carving contest involving the businesses on the street accompanied by a strong social media program.

b. MUSIC ON MAIN – MARKHAM VILLAGE MUSIC FESTIVAL

Heather advised that the Markham Village Music Festival has received a grant to be used for having musicians perform on the street similar to the Music on Main Friday night concerts that were held pre-pandemic. It was pointed out that they cannot use any City property, so we need to find locations on private property. A number of locations were suggested. Action: Heather to meet with Judi McIntyre to follow up.

c. HOLIDAY SEASON – FESTIVAL OF LIGHTS – CHRISTMAS MARKET

Heather reported on the progress made on plans for the Holiday Season. These include a modified Festival of Lights including a tree lighting, Markham's first European style Christmas Market (hopefully with wooden huts for the vendors) as discussed at the last meeting, socially distanced photos with Santa, and music performances sponsored by the Markham Village Music Festival committee. Application has been made to Destination Markham to fund some of these proposals.

7. MVBIA STAFF:

Heather advised that she has narrowed down the staff replacement for our graphic arts and social media position and asked if any board members would like to participate in an interview with her recommended candidate before the final hiring decision is made. Paul, Tony and Councilor Rea all indicated that they would be happy to attend a meeting.

8. FARMERS MARKET UPDATE AND CHANGES

Brian updated the status of adding Robinson Street to the market area to create a safer and more inviting atmosphere and provide for more vendors. Brian advised the Board that the City is requesting a user fee of \$180 per day for this which would be \$900 through to Thanksgiving weekend. The BIA has never paid this type of user fee in the past. Councilor Rea has been assisting and said that the City modified the fee to \$575 for the balance of 2021 and was suggesting a flat fee for 2022. Councilor Rea advised that the City is experiencing some financial pressure and encouraged members to

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attend the 2022 Budget meetings. It was decided to leave the decision to the Market Manager for the balance of this year.

9. VACCINE PASSPORTS

Discussion was held on the new proposed vaccine passports that have been announced. There is quite a bit of confusion at present and many Board members expressed frustration with the proposals as they understand them.

10. UPDATE ON PROPERTY DEVELOPMENTS ON MAIN STREET

Discussion was held again on the status of proposed developments in the BIA area. The three main properties of concern are listed below, however there was no further update at this time.

**144 Main St. (Main's Mansion and plaza)
Property at rear of the Wedding Cake House
Tremont Hotel**

11. ADJOURNMENT – Motion to adjourn at 10:15 am by Councilor Rea, seconded by Brian. Carried.

NEXT MEETING – September 30 2021 9:00 AM