

MARKHAM VILLAGE B.I.A.
REGULAR BOARD MEETING MINUTES
September 30, 2020 10 AM
Via ZOOM Videoconference

Present:

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

Staff: Victoria Campbell
Phil Howes

1. CALL TO ORDER

The meeting was called to order at 10:20 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 REPORT

Phil provided a report on financial operations. Covid expenditures to date are \$50,470 from the \$75,000 allocated at the June 11 meeting.

5. DELEGATIONS - None

6. COVID Relief

Victoria provided an update on the MVBIA COVID financial relief program. Sixty-six prepaid VISA cards have been distributed so far and a further fourteen are still to be processed, There are 10 members who have chosen to use the funds for marketing. The deadline for application is October 31 so we are still waiting for additional members to apply.

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7. DIGITAL MAIN STREET

Victoria reported that MVBIA has again received funding from the OBIAA and Provincial Government for Digital Main Street promotion in the amount of \$15,000. Funds from this grant have to be used for specific expenditures as per the grant conditions. Other board members reported that they were also successful in getting funding – Duchess of Markham, denThreesixty,and Solace.

We also still have approval for the Canada Summer Jobs program.

8. STREETSCAPING

Victoria presented a proposal for enhanced street lighting during the Christmas season, with extra lights and garland placed at each lamp post as well as the winter banners, banner enhancers, extra lighting at the gazebo and archway. The cost would exceed our budgeted amount by approximately \$5000. Discussion was held and Victoria was requested to see if the proposal could be reduced and seek approval from the board members before the next meeting.

9. PROMOTION AND EVENT UPDATE

Victoria advised the board that virtually all fall and Christmas related events have been cancelled – Remembrance Day, the Santa Claus Parade, Unionville Parade, City of Toronto Santa Claus parade, the Distillery District Christmas market – everything.

Victoria proposed a virtual tree lighting ceremony could be pre-filmed and broadcast on Friday November 27, and a giveaway contest during the month of December leading up to Christmas.

10. OTHER ITEMS

A discussion was held on the future impact of the COVID pandemic. It was pointed out that we could see the impact carrying through until June of 2021, and the effect this would have on MVBIA operations during 2021 may reduce the need for a full levy in budgeted requirements for 2021.

11. ADJOURNMENT – Motion to adjourn at 11:29 am by Tony, seconded by Brian. Carricd.

NEXT MEETING – To be determined.