

**MARKHAM VILLAGE B.I.A.**  
**REGULAR BOARD MEETING MINUTES**  
**October 21, 2009 7:00 AM**

Present: Phil Howes, Diane Kobelansky, Paul Cicchini, Roger Clements, Joanne Olson,  
Councillor Webster

Regrets: Roger Carlsen, Councillor Moretti, Brian Price, Wil Pialagitis

Members: Les Olson, Avery Rhijnsberger

Staff: Christine Matthews

---

**1. CALL TO ORDER**

The meeting was called to order at 7:11 a.m. by Chairman Diane Kobelansky.

**2. DECLARATION OF TAX AND ENVIRONMENTAL OBLIGATIONS**

The board was advised by the manager 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. CORRESPONDENCE**

No correspondence has been received

**5. ADOPTION OF THE MINUTES**

No errors or omissions were reported.

Motion by Councillor Webster, seconded by Paul Cicchini to approve the minutes of the Board meeting September 16, 2009. Carried.

**6. BUSINESS ARISING OUT OF THE MINUTES**

Joanne Olson reported that she had inquired into the feasibility of a street banner designed in lights and requested copies of proposed designs.

**7. DELEGATIONS**

There were no delegations.

**MARKHAM VILLAGE B.I.A.**  
**REGULAR BOARD MEETING MINUTES**  
**October 21, 2009 7:00 AM**

**8. REPORTS**

▪ **Finance**

An interim P&L for January through September 30 of this year was presented and discussed. At present we are projecting an operating deficit for the current year, depending on sponsorship revenues from the Santa Fest/Festival of Lights. Discussion was held on possible event, promotion and streetscape expense reductions that would be implemented in 2010 in order to offset any actual deficit.

Motion by Paul Cicchini, seconded by Joanne Olson to approve the financial report. Carried.

▪ **Streetscaping**

Joanne Olson reported that she made inquiries regarding a street banner made of lights and had received a reply from the works department indicating that there was no objection provided that the BIA pay for any expenses to install electrical and other modifications

▪ **Events.**

**Main Street Markham Santa Fest – Festival of Lights November 28, 2009**

Santa Claus Parade -discussion was held regarding a BIA float in this year's Santa Claus Parade. Councillor Webster has arranged for a truck and 16' X 6' trailer. It was felt that funding shortfalls would make it difficult to for the current year.

A Santa Claus Parade meeting was held on October 6. The next scheduled meeting is October 27. Santa Fest/Festival of Lights plans are progressing however funding is very tight. The Main Stage will be set up early in the morning and appropriate music will be played all day on the whole street. Horses and wagon rides will begin immediately after the parade, food vendors will be on the street all day, and the Santa Hut will open very soon after the parade. Paul Cicchini put us in touch with the TnT Foundation who are delighted to organize a major ball hockey tournament on the street south of Dublin to Hwy 7 immediately after the parade. Les Olson volunteered the use of his canopies in making a 20' x 20' Santa Hut which will be located at the east intersection of Robinson Street and Main Street. It was noted that it is very important to have vendors, the Santa Hut and other activities out on the street as much as possible.

▪ **Sponsorship**

All sponsorship funds for the Auto Classic have been received. Sponsorship for the Santa Fest is still being pursued with approximately \$10,000 committed to date.

**MARKHAM VILLAGE B.I.A.**  
**REGULAR BOARD MEETING MINUTES**  
**October 21, 2009 7:00 AM**

Thanks to Councillors Moretti and Webster, and Diane Kobelansky for their efforts in approaching and raising funds for the Santa Fest.

Discussion was held on the need to start the 2010 sponsorship initiative now rather than seeking sponsorships in the weeks leading up to each event.

- **Advertising**

The Halloween promotion – titled “Find GHOST on Main Street” will be run next week and conclude with a trick-or-treat event on Saturday October 31.

An extended Christmas Shopping promotion was proposed by a number of merchants at the September meeting. Emails have been sent asking members to get involved, with a BIA co-op advertising campaign. Action: Diane to schedule a meeting with interested members.

The 2010 Directory was briefly discussed, and the need for a new cover photo as promotion of the directory will soon be starting. Paul Cicchini suggested having a photo contest for the directory cover.

## **9. EVENT FUNDING**

Roger Clements reported that the Optimists Club of Markham has indicated their willingness to seek government funding to support various community organizations and events throughout Markham. The Markham Village BIA could be a beneficiary of their funding for community oriented events. Celebrate Ontario was identified as the first major application which could be done which is due on November 27.

## **10. OTHER MATTERS**

- CN Overpass Messaging – an update was provided showing the proposed CN Overpass banner for the Main Street Markham S & 14<sup>th</sup> Ave bridge which was favourably received.
- Public Washrooms – the public washroom report including the proposed storage facility is expected to go to the Town of Markham General Committee on October 26, 2009
- Main Street Markham Environmental Assessment – no update provided
- **NEXT MEETING** – the next meeting is Wednesday November 18, 2009, 7:00 am at the BIA office.

## **10. ADJOURNMENT**

The meeting adjourned at 8:57 am.