

**MARKHAM VILLAGE B.I.A.
REGULAR BOARD MEETING MINUTES**

January 20, 2010 7:00 AM

Present: Phil Howes, Diane Kobelansky, Paul Cicchini, Roger Clements, Joanne Olson,
Brian Price, acting director Avery Rhijnsberger

Regrets: Councillor Webster, Councillor Moretti

Absent: Roger Carlsen

Members: Les Olson (Village Pottery Studio), Jan Szunejko (Carlaw Music)

Staff: Christine Matthews

1. CALL TO ORDER

The meeting was called to order at 7:08 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. Phil Howes stated that as the meeting would deal with the 2010 Operating Budget he would be in conflict on that discussion.

4. ADOPTION OF THE MINUTES

Motion by Roger Clements, seconded by Joanne Olson to approve the minutes of the Board meeting December 16, 2009 as circulated. Carried.

5. BUSINESS ARISING OUT OF THE MINUTES

There was no business arising out of the December 16, 2009 minutes.

6. DELEGATIONS

There were no delegations.

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7. REPORTS

▪ **Finance**

○ 2009 Operating Results (Appendix A)

The interim Operating Statement for the period January through December 31, 2009 was presented and discussed. The projected deficit for the year will be subject to final adjustments when the final report from the Town is received. At present the operating deficit is \$4,040 with a final fund balance of -\$1,022. The board wished to record thanks for the level of activities provided and the small amount of the deficit which was feared to be much higher.

Motion by Brian Price, seconded by Paul Chicchini to approve the financial report. Carried.

○ 2010 Proposed Operating Budget (Appendix B)

The proposed 2010 operating budget was presented for discussion. In preparation of the budget Phil reported that Avery Rhijnsberger attended a meeting to review the line items in detail as discussed at the December 16 meeting.

The budget incorporates 5 BIA street closing events in May, July, August, September and November, plus the Farmers' Market on Saturday mornings from May through October, and Thursday afternoon/evening from June through September.

The budget also incorporates 3 BIA on-street promotions during months where there is no event - Valentines in February, Easter in April and Halloween in October.

The budget staff requirements include the new event coordinator position and the manger position, plus summer students during the event season. Funding support from Services Canada is projected to offset some of the costs of the Summer Students.

The streetscape budget incorporates street cleaning 3 x per week, replacement of summer pole banners, continued replacement and maintenance of flags and other pole banners, and Christmas decorations.

The advertising budget incorporates advertising in support of the events and promotions listed above, plus the 2010 Main Street Directory.

The budget requires an increase in BIA levy if an average of \$82.15 per year per

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member. The budget also requires municipal support for events in the amount of at least \$50,000 in order to continue to provide them.

Roger Clements pointed out that as the BIA is a committee of council, and that through our events the BIA is in fact doing the work of the Town in making Markham a creative and desirable place to work and live, that the town support should be increased to \$100,000.

Motion by Paul Cicchini, seconded by Joanne Olson to approve the 2010 Operating Budget for submission to the membership. Carried.

▪ **Sponsorship & Event Funding**

Phil reported that Janet Carnegie is no longer with the Town of Markham, therefore there is nothing to report on the Wakeham & Associates Sponsorship Marketing fund-raising activities. It was previously expected that we would be invited to meet with them early in 2010 to review any potential sponsorship opportunities that we may have that could be incorporated into the overall fundraising and sponsorship opportunities available for the Town of Markham.

Phil also reported that he has prepared a fundraising request from the Town for Markham Village BIA events from Celebrate Markham for 2010, which is based on our 2010 event schedule.

▪ **Events.**

Discussion was held on the 2010 events schedule. Avery Rhijnsberger suggested that he felt that the Pedestrian Days need a hook, and that they should be expanded perhaps by partnering with businesses throughout the town to create a theme for the event.

Phil reported that that is exactly what was accomplished with the July CARnival event in 2009, but that partners need to be found. We hope to have CARnival again this year but have not firmed up the arrangements as of yet. The partnership with the Markham Jazz Festival did not work out as well as hoped as it received the least positive feedback from members. It seems that with community groups their interests differ greatly from the BIA's interest.

Discussion was held on the lack of participation by members when we do hold events and the frustration that causes.

Avery Rhijnsberger agreed to assist on the events committee.

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- **Advertising**

The extended Christmas Shopping promotion with 4 full page Economist & Sun ads and 1 – ¼ page Toronto Star was supported by 16 merchants. The net cost to the BIA was \$3,500 including the purchase of the Christmas Geese ornaments. \$2500 in revenue is still outstanding, which has been accrued in the December 31, 2009 financial statements

2010 Directory – Lenmark is presently marketing the directory and they report that they are on target. More information will be presented at the next meeting.

As proposed in the 2010 budget – a promotion for Valentines/Family day is being developed which will have a full page ad in the Economist which we hope to co-op with the members for a very good deal.

8. OTHER MATTERS

- **ANNUAL GENERAL MEETING:** It was decided to arrange for the Annual General Meeting on February 24, 2010. Phil will contact Main's Mansion to see if they can host the meeting.
- Director Joanne Olson announced that as she is relocating to Western Canada early in 2010 that she is resigning from the Board. The Board wishes to record their gratitude for Joanne's service to the BIA.
- Paul Chicchini mentioned that it appears that there is an excessive amount of road salt that has been spread on the road and sidewalks, which then gets trampled into the businesses. Joanne suggested that Phil should contact Paul Ingham and see if there are any alternative materials that could be used.
- CN Overpass Messaging – no further update was provided.
- Public Washrooms – no further update provided.
- Main Street Markham Environmental Assessment – no further update provided.
- **NEXT MEETING – TBD.**

10. ADJOURNMENT

The meeting adjourned at 9:05 am.