

The BIA serving Markham's merchants

By NANCY HOSKIN
You read about their meetings, take notice of their achievements and rejoice with their beautification projects, but do you really know what The Old Markham Village BIA is all about?

Business Improvement Areas (BIA) are chartered by the Minis-

try of Municipal Affairs and Housing. Markham's, one of 170 in Ontario, was incorporated in 1977.

"The BIA is not a merchant group, it is an organization concerned with the area within its boundaries. It includes services, doctors and lawyers, as well as, retailers," said Dayle Rasmus-

sen, administrative assistant of Markham's BIA.

The Markham board is made up of eight members, six with a business in the BIA district and two town council members.

A newly elected board will take office in December, stepping down will be current president, John Hulme, Director of the Com-

mercial and Investment Division for Family Trust.

"It is a fair mix (the board), with the balance reflecting the aspirations of the street on the whole," said Mrs. Rasmussen.

The BIA concept was developed by the Ministry of Municipal Affairs and Housing and the Ontario government, as a self-help organization to keep old areas in Ontario viable.

"Too many communities were losing their downtown villages. BIA organizations wish to preserve small town spirit and nurture the village cores," Mrs. Rasmussen commented.

The BIA functions under a by-law of the Town of Markham with the ministry setting guidelines.

Markham's BIA has contributed to it's community well being by providing gazebos on Main Street and by supplying the summer flowers during the summer months and promoting the village for visitors and residents.

Next summer's major undertaking will include a beautification program. Cables and hydro

lines will be buried, sidewalks fixed and ramps for wheelchairs will be put in place for easier access to stores and services.

All of this has meant an improved atmosphere on Main St. and a return of shoppers who had gone elsewhere. "There has been a noticeable increase in clientele for Main Street. The improvements are astounding and they attract new shoppers daily," said Mrs. Rasmussen.

Main Street's biggest problem is that it is not only the village center, but it is also Hwy 48, one of Ontario's busiest thoroughfares leading north. It's another problem the BIA is tackling.

"Both the BIA and the Town of Markham have been told by the Ministry of Transport that 16th Avenue will be paved properly so that trucks can be diverted down McCowan Rd. to eliminate the trucks on Main Street. Even if the trucks could be diverted during the 10 a.m. to 4 p.m. shopping hours, it would be a drastic improvement," said Mrs. Rasmussen.

The Festival of Lights — a one night stand

By NANCY HOSKIN
While the hustle and bustle of this holiday season has already begun, don't miss Markham Main Street's Festival of Lights, Friday, Dec. 6.

Starting at 5 p.m. and continuing until 10 p.m., traffic will be detoured so residents can make their way through the village seeing many of the newly completed face lifts and visiting retailers, old and new.

"Santa will arrive in spectacular fashion and will ride his horse drawn sleigh down Main Street, talking to children and receiving Christmas lists," explained Dayle Rasmussen, Administrative Assistant of Markham's BIA.

Favorite storybook characters will be romping the street visiting youngsters, including, Yogi Bear, Fred Flintstone, The Smurfs, Frosty the Snowman, Teddy, Panda and Polar Bear.

For adults, listen to the holiday sounds with Victorian Carollers, The Fort York Fife & Drum Band and the Markham Melody Mak-

ers, a woman's four-part harmony barbershop style quartet.

"Many people moving to Markham don't know what it's like to join in a small community's holiday spirit. And, with our festival we're recapturing the past, even for a short time, and moving the clock back to the way things used to be," said Mrs. Rasmussen.

In previous years, the festival ran for two weeks. However, this year it will run Dec. 6 only. Merchants thought the two-week period was too long.

Merchants will be passing out treats for visitors and two chestnut vendors will be on hand selling hot roasted chestnuts on the street corners.



Carmelita's

NON-SURGICAL FACE LIFT

Say goodbye to wrinkles & sagging muscles. Used by Hollywood movie stars, models, men & women.

Medically Approved

SAVE \$10.00

off the introductory treatment for non-surgical face lift. (Limit one coupon per customer)

471-4708

VILLAGE SHOPPES PLAZA, 70A MAIN ST. N., MARKHAM

GIFT CERTIFICATES AVAILABLE

Layaway now for Christmas!

YARD-MAN

snowbird

SNOWTHROWERS

Single Stage
3.0 H.P.
20" Clearing Width

BEST PRICE IN TOWN



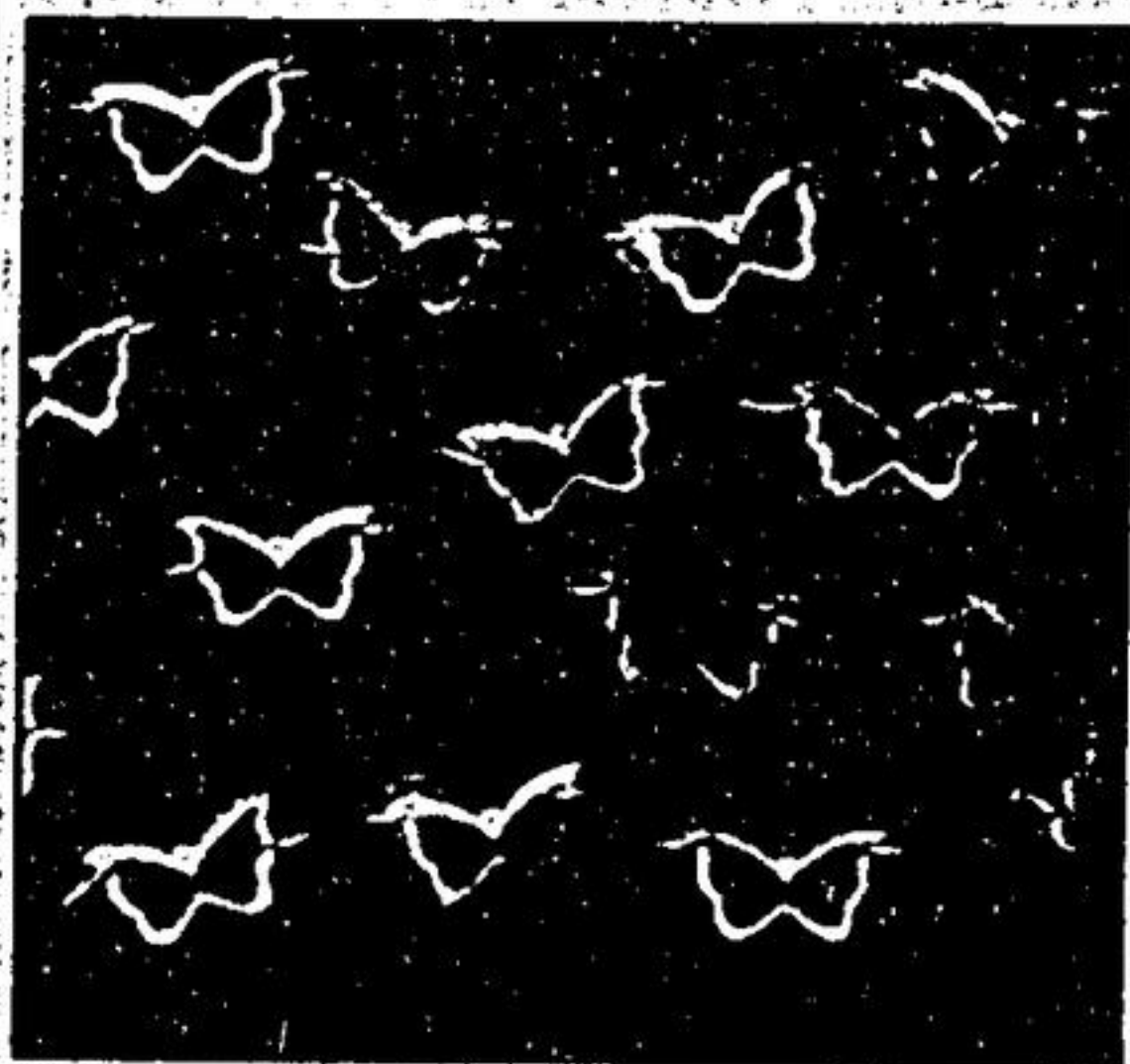
Come in today and see our big selection of single-stage and 2-stage

ALL-STEEL models! All with Yard-Man's original 2-YEAR LIMITED WARRANTY, easy-to-use-controls, and folding handles.

IT'S NOT TOO EARLY TO BE READY FOR WINTER SNOWS!

MARKHAM OUTDOOR POWER
31 Main St. N.
Markham
294-2355

Barthau JEWELLERS



FREE GOLD BUTTERFLY FOR THE FIRST 10 people at 9:00 p.m. FRIDAY ONLY

30% OFF SEIKO WATCHES

30% OFF ROYAL DOULTON FIGURINES
(Excluding collectors items)

Royal Doulton

78 MAIN ST. N.
MARKHAM
294-4844

BIKERS FESTIVAL OF LIGHTS CYCLE SALE

FRI. DEC. 6TH 5:00 TO 10:00 P.M. ONLY

For You BMXers....

NORCO SPITFIRE TURBO BIKE
WHITE WITH BLACK ACCESSORIES

REGULAR RETAIL \$230⁰⁰ **\$199⁹⁹** SAVE \$30⁰⁰

FOR YOU 10 SPEEDERS...
NORCO NOMAD 10 SPD. BIKE

REGULAR RETAIL \$190⁰⁰ **\$169⁹⁹** SAVE \$20⁰⁰

FOR YOU MOUNTAIN BIKERS
NORCO JR. STUBBLE JUMPER MTN. BIKE

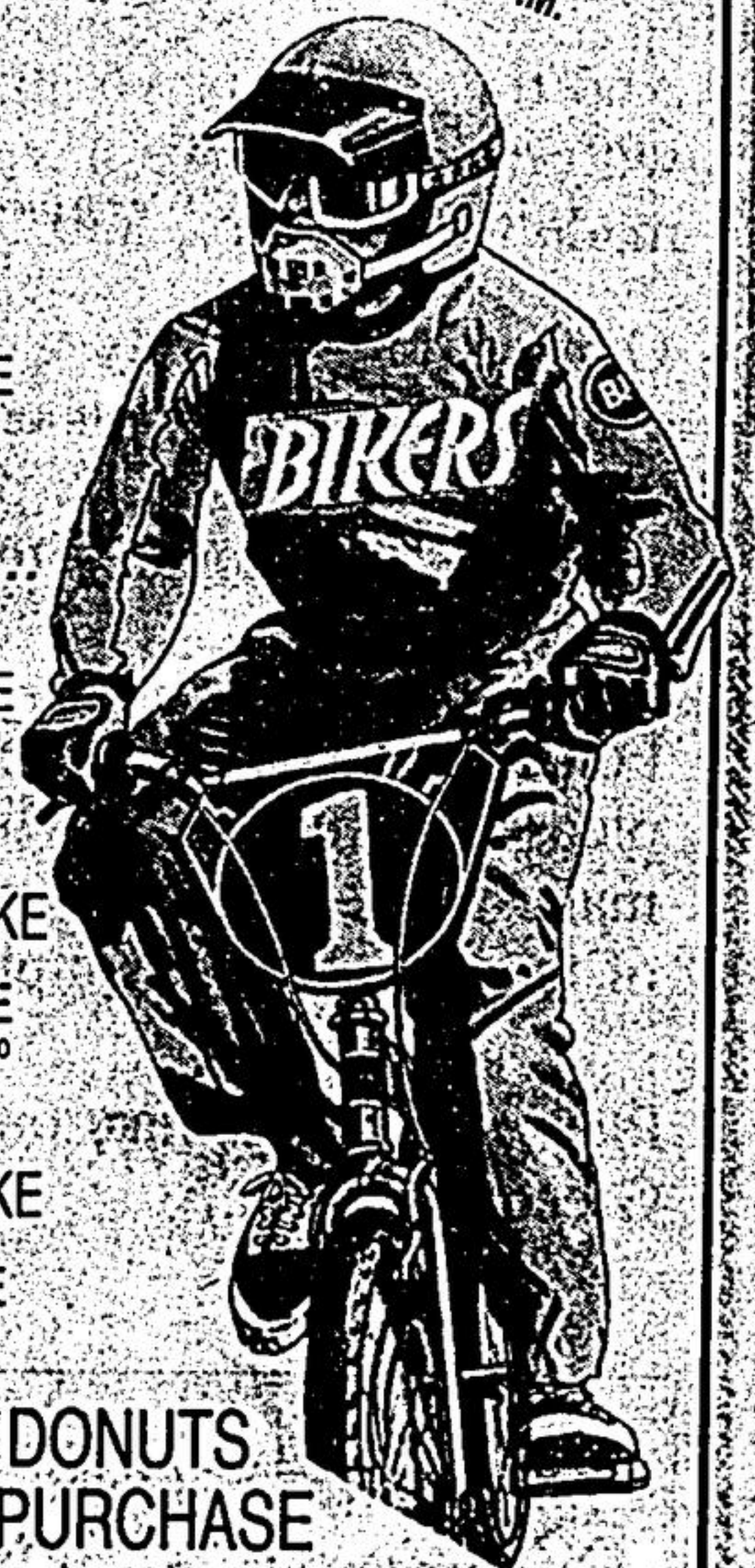
REGULAR RETAIL \$350⁰⁰ **\$250⁰⁰** SAVE \$100⁰⁰

NORCO ADULT MOUNTAINEER MTN. BIKE

REGULAR RETAIL \$250⁰⁰ **\$199⁹⁹** SAVE \$50⁰⁰

FREE COFFEE & DONUTS WITH ANY SINGLE PURCHASE

SALE
FRI. DEC. 6TH
5:00 P.M. TO
10:00 P.M.



BIKERS
THE BICYCLE EMPORIUM

29 MAIN ST. N.
MARKHAM
(2 STORES NORTH OF POST OFFICE)

294-8955