

Markham helps SARS-battered stores

BY KATHLEEN GRIFFIN
Staff Writer

The Town of Markham has a plan that can be described in three words — spend, spend, spend.

Town council put its SARS economic recovery plan into action Tuesday, one day before York Region declared itself SARS-free.

Its hoped measures taken over the next few weeks, especially those aimed at boosting retail sales this weekend, will help the many businesses hit hard by the impact of Severe Acute Respiratory Syndrome.

Initiatives announced Tuesday night at council included:

- Businesses have the option to open on at least two statutory holidays this year — this Monday, Victoria Day, and Thanksgiving Monday in the fall — after the town agreed to exempt them from the provisions of the Retail Business Holidays Act.
- Businesses will still be required to close on Canada Day, July 1.
- Markham will provide the Richmond Hill Markham Chinese Business Association with a \$15,000 grant to help with its promotional and long-term recovery plans.
- The town will spend \$5,000 for a plane to fly a banner above

town this weekend encouraging people to shop in Markham.

Council has declared this Victoria Day weekend a special event dubbed “Shop Markham,” to encourage residents and businesses to support local business.

The town's economic development staff is working with the Markham Board of Trade to develop a “Buy Markham” marketing campaign. A logo will be developed to promote the campaign through media, town and business web sites and internal newsletters. A larger campaign is being planned for 2004.

‘HELP STIMULATE ECONOMY’

“Our job was to try to come with an action plan to help stimulate economic recovery in the community,” said Regional Councillor Bill O'Donnell, chairperson of the SARS economic recovery task force.

After a well-attended meeting with Greater Toronto Area business leaders, financial institutions, local BIAs and Chambers of Commerce, as well as restaurant and hotel associations on Monday, Councillor O'Donnell said the action plan had to satisfy both short and long-term goals.

“Some people we talked to have been overwhelmed by the impact of SARS,” he said. “We were told the recovery period

could be up to two years.”

Mayor Don Cousens struck the task force after a SARS summit in Toronto April 28. Political leaders heard some local business revenues were down more than 80 per cent, hotels were reporting losses of \$1.6 million and some restaurants have been forced to declare bankruptcy.

The task force mandate was to communicate with local businesses and come up with ideas to boost sales.

“This is a very important strategic plan,” Mayor Cousens said Tuesday.

The town will also contribute \$2,500 to Markham-Stouffville Hospital to support a staff appreciation event next month.

Meanwhile, the Town of Whitchurch-Stouffville is not exempting businesses from the Retail Business Holiday Act and stores required to close Monday will be closed.

“We haven't had the same groundswell of requests for help from businesses here,” said Treasurer and Chief Administrative Office Nick Kristoffy.

Whitchurch-Stouffville is much smaller than Markham and has a different demographic make-up, which made it less vulnerable to the impact of SARS on businesses.

‘Some people we talked to have been overwhelmed by the impact of SARS. We were told the recovery period could be up to two years.’

Regional Councillor Bill O'Donnell, chairperson of the SARS economic recovery task force.

Water for Tomorrow

SAVE up to \$100 A YEAR on Your UTILITY BILLS

IT'S EASY

York Region wants to help you SAVE water and SAVE \$\$\$ by installing these WATER SAVING devices in your home.

WATER SAVING TOILET FLAPPER

LOW FLOW SHOWERHEAD

IT'S FAST

Installation takes about 15 minutes. Appointments made at your convenience.

IT'S FREE

The devices and installation are FREE. You could save more than \$100 a year on your utility bills.

CALL NOW

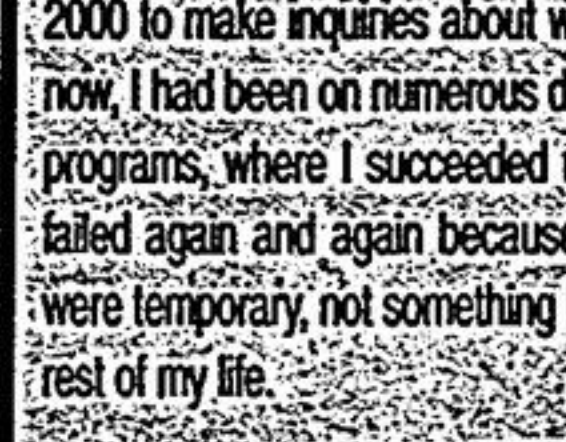
To see if you qualify. Local to Richmond Hill: **905-771-7192**
Other Areas Call **1-800-215-4060**

York Region
www.waterfortomorrow.com

“Eat to Live” Not “Live to Eat”



My name is Joey Thamesz. I live in East York. I stopped in at the Positive Changes Hypnosis Centre on October 19, 2000 to make inquiries about weight loss. Up to now, I had been on numerous diets and exercise programs, where I succeeded up to a point but failed again and again because these methods were temporary, not something I could do for the rest of my life.



I was overweight at 177 lbs. After the first personal, hypnotic session, it seems my whole life has changed. I feel absolute, unexplainable joy and tranquility. Goodbye road rage. I now sleep up to 8 hours every night.

The most important benefit that came out of just one session and subsequent sessions is the immediate weight loss. I could see delightful changes on the scale, almost on a daily basis. I have gone from a medium to a small size, my pants from a size 34 to 30. Despite the considerable weight loss, I was astonished that I didn't look like someone that lost so much weight, you

know, that drawn, pained, sallow look on the face that usually accompanies a diet? Instead, my reflection indicated more, like someone alive, healthy, strong, and happy, with good skin colouring and sparkling eyes. I feel on top of the world.

Through hypnosis, I learned to tap into my inner resources so that I do not have to consciously monitor everything I consume. Today I weigh 141 lbs and I feel great! Hypnosis offers so much and is so ideal for those people constantly on the go. For me, on the weight loss program, it definitely reaffirms the old adage: ‘Eat to Live, not Live to Eat.’ I urge you to call PCH now. The staff is very professional and helpful and the clinic is beautiful, warm and comfortable. I had one regret - I wish that I had done this years ago.

UPDATE - 2 Years Later
After almost 2 years, I'm down to a trim 136lbs.

OTHER PROGRAMS TO HELP YOU

- Stop Smoking • Accelerate Learning • Control Stress • Improve Confidence • Conquer Fears & Phobias • Sales Mastery • Motivation

Call Now for Your FREE Consultation

North York 4841 Leslie St. 416-913-7777
Toronto 421 Eglinton Ave. E. 416-488-4724

Founded in 1961 www.positivechanges.com

FLYERS

Inserts for Saturday May 17, 2003

- Sears*
- Inside Out Decorating*
- Radio Shack*
- Grand & Toy*
- The Bay*
- Building Box*
- North Durham real Estate*
- Vandermeer Nursery*
- David Khurana*
- Remax Executive/Wendel Banair/Singer, MCI&E*

No one delivers results like we do!
To find out more about how to reach your target market and get the same great response from your fiercest customers as these customers, call us today!

ECONOMIST & SUN
Stouffville Tribune
(905)
294-8244

PUBLIC INFORMATION CENTRE

Hagerman Rail-to-Rail Grade Separation

Town of Markham

THE STUDY

GO Transit, the Province of Ontario's interregional public transit service for the Greater Toronto and Hamilton areas, is undertaking a Preliminary Design Study for a new Hagerman Rail-to-Rail Grade Separation. GO Transit is in the process of increasing its current rail service along the Stouffville Corridor. This service operates along the Uxbridge rail line and must cross the CN rail line at the Hagerman Diamond. This level crossing restricts GO Transit's ability to increase its service levels throughout the area. To remove this operational constraint on the Stouffville rail line and improve overall customer service, it is proposed to construct a rail-to-rail grade separation at the Hagerman Diamond. The proposed work will include a rail-to-road grade separation at Fourteenth Avenue. The Study is in the Preliminary Design Stage, which involves the development of alternative designs for the grade separation.

KEY PLAN

THE PROCESS

The project will follow the planning process for a “Group B” project as contained in the GO Transit Class Environmental Assessment (1995) with the opportunity for ongoing public involvement.

A Public Information Centre (PIC) is being held to allow the public to review and comment on the process and the preferred layout. GO Transit staff and the study consultant will be on hand to discuss plans, answer questions and receive comments. Your participation is an important part of the process and we welcome your comments.

Date: Thursday, May 29, 2003
Time: 5:00 p.m. to 8:00 p.m.
Location: Milliken Mills Community Centre, 7600 Kennedy Road, Town of Markham

COMMENTS

The Study will culminate in an Environmental Study Report (ESR) being prepared and submitted to the Ministry of the Environment. At that time, the ESR will be available for public comment and the public will be advised of when and where it can be reviewed.

If you cannot attend the above noted PIC but wish information about this project, please contact either:

Doug Hoffman, Project Manager
Morrison Hershfield Limited
235 Yorkland Boulevard, Suite 600
Toronto, ON M2J 1T1
416-499-3110 telephone
416-499-1457 facsimile
Dhoffman@morrisonhershfield.com email

Greg Ashbee, Senior Project Engineer
GO Transit
20 Bay Street, Suite 600
Toronto, ON M5J 2W3
416-869-3600, ext. 5211 telephone
416-869-1563 facsimile
grega@gotransit.com email

FINAL ARRANGEMENTS CAN LEAVE YOU PUZZLED...

IT'S FREE

The devices and installation are FREE. You could save more than \$100 a year on your utility bills.

PRE-ARRANGEMENT makes good sense!

Call Luann Jones-Anderson Pre-arrangement Counselor at 905-305-8508

Chapel Ridge FUNERAL HOME

8911 Woodbine Avenue
3 blocks north of Hwy. 7
Markham, Ontario L3R 5G1
Fax: 905-305-8128
E-mail: luannjones-anderson@rogers.com
www.chapelridgefh.com