



Unionville BIA Board Meeting

Date: Wednesday, October 23, 2024

In Person - Varley Art Gallery

Board Members in Attendance:

Councillor Reid McAlpine, Liam O'Dette, Tony Lamanna, Sylvia Morris, Kimberly Wake, Shibani Sahney, Yan Liu, Niina Felushko & Nicole MacLeod

Regrets: Juyoun Hong, Deputy Mayor Michael Chan

Executive Director: Sonia Chow

Guests: Munpreet Singh (aka Pree) - staff from Papa Pixel's Crepe Shop

Call to order: By Chair at 9:35am

1. Approval of Agenda

Motioned to be approved by the Chair

Moved by Niina Felushko

Seconded by Sylvia Morris

All in favour

2. Approval of Meeting September Minutes

Moved by Tony Lamanna

Seconded by Sylvia Morris

All in favour

3. Approval and update of Financials for September 2024

City is implementing new GL codes being implemented to make it easier to read and breakdown.

Moved by Yan Liu

Seconded by Sylvia Morris

All in favour

4. Unionville Festival 2025 & Olde Tyme Christmas - Format and P&L

Sonia applied for Celebrate Markham for UFest, Summer live walk up concert and Olde Tyme Christmas.

City hands over control of whole street to contractor for timeline, therefore we need the contractors approval to host the festival during Main Street Restoration. Temporary new locations were discussed within surrounding area of the street to decide what makes the most sense to be able to host it. There was discussion around the expense of doing it and the benefit



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to the street if the street is under the construction area, even if it will be closed by sections. There ultimately had consensus around the fact that it should continue as a very successful event but on a smaller scale, given the constraints of no street festival.

Sonia will explore the possibility of having the festival at the Crosby field for vendor booths and kids zone, and using the bandstand for entertainment and performance with no road closure. Will work with the City project manager on this possibility and also contact the school yard. No parade therefore. More efforts will be taken in marketing and bring the visitors to the street after the festival.

Vote initiated by Liam O'Dette confirming the U fest will be at Crosby Arena.

Motion by Shibani Sahney

Seconded by Sylvia Morris

All in favour

5. Status of Sub-Committee Meeting:

Olde Tyme Christmas

Sonia reported that there are 30 floats and groups confirmed for the parade, preferably to have 6-8 more.

The budget was reviewed and discussion around tightening up on the budget and how to approach it as some of the sponsorships other than previous years.

Sonia will also confirm the contractor is aware of the Christmas Parade and provides approval.

Cost of road closure has increased this year due to the requirements of detour plan. With regards to budget some funds will be taken from Ufest to support Olde Tyme Christmas.

Accessibility & Inclusiveness

Niina suggest attending the mandatory training for City staff - all can benefit from watching the video.

Retail Action Strategy

JCWG - Lisa Hutchinson will come during the next board meeting to present an update. Tony suggests that they should be aware of some of the parking variants on the street.

6. Restoration City & Streetscape:

The project has been commenced in the East lane and it is looking good and functioning smoothly so far. Councillor Reid will go back to them for some additional signage.

Winter parking - No on street parking in the winter during covid left pedestrian parking. It's been discussed it would be very difficult to see other cars coming and dangerous to pull out.

Motion to continue with no parking on the west side during winter moved by Liam O'dette

1st by Sylvia Morris

2nd by Kimberly Wake

All in Favour.



8. ED Report: Sonia Chow

Remembrance Day

Sonia has been in touch with different groups to confirm their involvement Wes Row suggested offline to have ceremony starting from bandstand will require road closure and extra cost incurred. There is a meeting scheduled with the city to see if we can close the street at no expense for a mini parade from Jakes to Crosby.

Netflix Christmas film shooting in February 2025 and airs as a Christmas movie in 2025. They also will be house hunting on the street. Sonia has been in communication with the location manager regarding all this and potential donations may be included in this for streetscape subsidy. Updates to be provided if this confirms.

9. Real Estate: Sylvia Morris

142/ 144 Main st - It has been on market for sale for 131 days at \$5.5M

156 Main St - 102 DOM at \$3M

\$799 Gross lease in Queen's hotel, 2nd floor vacant space

151 Still Available

209 Leased for \$15. Net lease

10. Any Other Business:

Tony Lammana will bring in Bill to discuss TNBS succession planning and what will happen going forward for next year onwards. Tony Lamanna will connect with Bill directly to arrange this.

Pilot for bicycle rentals similar to Enterprise area. Company running it would like for it to continue. City in discussions around this and will be exploring it further. Geofenced bicycle could potentially include Unionville going forward.

Parking violations have been discussed with the city regarding Unionville. There is a suggestion to think about paid parking in future. City would have to bring in a consultant to explore and engage professional advice. If implemented there may be money generated in revenue to put back to the businesses or street.

Motion to adjourn at 11:02 am

Motioned by Liam O'Dette

Moved by Sylvia Morris

Seconded by Kimberly Wake

All were in favour

Next Meeting: Wednesday, November 20th 9:30am to 11:00am (Varley Art Gallery)