



Unionville BIA Minutes

November 28, 2018

BIA office - 157 Main Street

BIA Members: Tony Lamana, Sarah Iles, Rob Kadlovski, Sarah Gratta, Larry Mariani, Tom Vasilovsky, Gary McMahon, Don Hamilton, Jim Jones, Sylvia Morris
Guests: Ray Smiley, Wes Rowe, Ken Valentino, Jack V.
Regrets: Dave Tucci, Shibani Sahney

Call to order - 9:10am Tony Lamana

Approval of the Agenda, Tom Vasilovsky 1st, Don Hamilton 2nd

- It was noted that agenda was not distributed prior to meeting and ED was reminded that bylaws state agenda should be distributed at least 1 week prior to meeting.

Approval of minutes - Tabled til next meeting as they were not ready yet

Website

- Shawna Ferguson provided an update that the website is in final stages of revisions and a Beta will be available for the board to QA hopefully early next week

Remembrance Day

- All feedback positive, approximately 1500 people attended
- Thank you gifts sent to both MCs

Christmas Parade

- 48 floats confirmed
- Full road closure 5:30-10 by YRP
- Parade on budget with the help of CCT grant

Christmas Activities

The month of December has a number of events. A poster with the three main ones has been distributed to all shops and restaurants on the street.

1. Breakfast with Santa
 - 800 of 1000 spots have been sold
2. Christmas Market Dec. 8,9,15 and 16
 - All 4 days have been filled with vendors (16-21 indoor, 8 outdoor)
 - Barn has been painted, minor repairs completed and lit. Decor both indoors and out to be completed by Dec. 7th
 - Response on Facebook has been great, 4000 interested
 - RK asked for clarification re insurance. TV to investigate property insurance and BIA insurance covers the market under the "events" section
3. Candlelight Parade - see above



Street Marketing

Shawna Ferguson gave an update on what marketing efforts are happening on behalf of the street

- New social media agency (Social Talk) has been contracted and creating robust social media interactions including monthly contests
- Social Talk has received assets from Clever Samurai to use for our holiday campaign. They will take the idea, use what can be repurposed and improve where required
- Social Talk is also ensuring each business on the street is given time on the platform
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- CCT placed an ad in the Nov. 17th Globe and Mail that our December Activities ad was part of, this went to 100,000 households
- Full page ads in Snap'd both Nov. & Dec. issues
- 105.9 The Region will be doing a segment on the street and be a sponsor of the parade. This is a contra deal (+ \$500) where they sponsor the parade and we get 1000 on-air mentions, 6 short videos focussed on the retailers and social media mentions.
- Sarah Gratta asked that in our marketing we be more careful about over promising the number of retail stores we have. A social post called out 60+ and the true number is less than 20 when counting true retail.

Streetscape

Tony Lamana gave an update on streetscape

- Lit sculptures/figurines delivered, not all plugged in and lit. It was requested that land lords and ED make sure this gets done ASAP.
- It was discussed that perhaps the street could add more or change the sculptures to keep things fresh. Tony Lamana reminded everyone that this is the last year of a 3 year rent to own contract and if the board wants to approve funding next year, it is possible to add additional sculptures at an additional cost.
- Also discussed was the addition of a true centre piece Christmas tree and tree lighting to kick off the season the week before the parade, especially when the parade falls at the end of the first week of December.
- There was discussion around the lack of lighting at the Church 150 Main Street and the Veterans flag and how the BIA would like to add lights. Sylvia Morris to talk to landlord.
- Jim Jones would like to find a way to encourage the homes running from Hwy 7 to the rail road tracks to add festive lights and create a "corridor" leading up to the retail area. It was discussed to work with Shack Shine to offer a holiday promotion and create a contest to encourage participation.



Gilmore Girls Fan Fest

Shawna Ferguson and Sarah Gratta gave a brief update on the trip in October. SF then updated where planning stands for next year.

- Festival will take place October 4-6 (same weekend as the Markham Fair)
- CCT on board and excited, they have asked that the grant proposal be ready for April
- Hotels alerted and blocks of rooms on hold at 3 area hotels
- Organizers coming to visit in January
- Dates and tickets will be announced mid-December

Farmers Market

Shawna Ferguson updated on the discussions with Kimberley Kwan and the ask that the BIA take over the market.

- 2019 will be a transition year where KK and BIA will share responsibilities. This allows for BIA to apply for an additional summer student, BIA to take over and merge social media, all coordination of vendors will be KK responsibility
- New hours will be 9-1 and both inside and out of the Mill to be utilized. Rationale is that this will help beat the heat if it's another steamy summer.
- Rob Koslovsky raised the question as to whether Main Street really needs the market and most members seemed to think we do to support the shop local movement.
- It was requested that Shawna Ferguson work with the city to investigate moving it to the Bandstand so it is more central and a focal point to summer activities.

New Business

- Minken Lawyers wants to expand their business space into the garage and need a minor variance by the city to do so. Tony Lamana asked the board to support this - Rob Koslovsky 1st, Sylvia Morris 2nd
- Discussion re Shawna Ferguson contract - it was announced that a contract is ready to be presented to the board for approval. This contract changes the ED position from contractor status to employee. A special meeting is required to meet on this so it does not wait until the new year. This meeting should happen ASAP.
- Once the board approves the contract it will be presented to SF for review.

Meetings

- AGM moved to February (date TBD)
- There will be no December meeting, but there is a Holiday dinner on Dec. 3rd with UVA, BIA, Rate Payers from 6-9 at The Old Country Inn
- Next meeting in January to prep for Feb. AGM
- This is an election year for the AGM, we need to advertise this and invite those interested in becoming new directors



Housekeeping

- It was asked why there is no voice mail on the BIA phone and SF stated that it has been in process with Bell but due to length of time and frustrations she will be investigating moving phone and internet services to Rogers ASAP.

10:37am Meeting adjourned.