



Unionville BIA Minutes

Date: Wednesday, August 21st, 2019

Location: BIA office - 157 Main Street

BIA BOARD MEMBERS	In Attendance	Regrets
Sarah Gratta	Yes	
Natasha Usher	Yes	
Niina Felushko	Yes	
Shibani Sahney	Yes	
Roger Kanda	No	
Tom Vasilovsky	Yes	
Sylvia Morris	Yes	
Rob Kadlovski	Yes	
Tony Lamana	Yes	

City: Deputy Mayor Don Hamilton

Staff: Katarina Matthiessen

Late arrivals:

Deputy Mayor Don Hamilton at 9:29am

Sylvia Morris at 9:26am

Early departure: Tony Lamana at 9:48am

Guests:

Sarah Isles-Cigar Bodega

Ray Smylie- Unionville Villagers Association

Kelsey - Varley Art Gallery

Ron-Jakes Restaurant

Call to order - At 9:15am by the Chair Sarah Gratta



Approval of Minutes:
Motion by Tom Vasilovsky
Seconded by Natasha Usher

Deputy Mayor Don Hamilton approved the minutes after with correction.

Approval of Agenda:
Motion by Natasha Usher
Seconded by Niina Felushko

Approval of Financials:
Motion by Tony Lamana
Seconded by Tom Vasilovsky

Event updates by Chair Sarah Gratta
Gilmore Girls Fan Fest:

So far 800 tickets have been sold. We are looking for volunteers for the BIA table. We have a liquor licence so we would be able to sell beer, chips and snacks.

We are collecting donations for swag bags. Rob Kadlovski suggested that we could have brochures for the Varley Art gallery, and other give aways with City of Markham written on it. We could also partner with the Markham Fair.

Rob also suggested that we could approach CCT to organize a tourism bus for the event.

About 1000 people are expected to attend the event everyday for 3 days.

The major events and panel discussions will be held behind IL Postino. Book signing will be at the Too Good General Store. Truffle tasting at the Old Firehall.

There will also be a farmers market on Sunday with about 10/12 tables.

Flyers need to be sent out to all the businesses on Main Street. We suggest that all businesses open early for the weekend of the GGFF.

Thursday night at the bandstand:

The street would be closed by the city for the Chicago tribute from Main Street between Carlton and the Bypass and on Fred Varley between EJ Lennox and Main Street.

Rob Kadlovski suggested that we bring a motion to the City for next year to help us to make sure that there is no liability issue for Thursday nights at the band stand. We should support Bill Dawson to discuss a motion with the city.

Sarah Isles suggested that the Thursday nights could be a fundraising opportunity to raise funds for the UBIA.

Motion to reflect that we support Bill Dawson
Approved by Tom Vasilovsky
Seconded by Sylvia Morris



SETTLED IN 1794

Christmas Parade: Sarah Gratta suggested that we make a motion to move the parade from Friday night to Saturday night for next year.

It was noted that these parades and participants are often booked a year in advance so for 2019 the parade will be on the first Friday of December 6, 2019. We will also vet the idea with the participants to see if there

Rob Kadlovski suggested that we change the cost of Breakfast with Santa to \$25 (\$20 would be the cost and \$5 to charity)

Sarah Gratta suggested that we stick to \$20 for the breakfast and add an online link to choose to donate.

Motion to investigate move the parade from Friday to Saturday for 2020.

Approved by Rob Kadlovski

Seconded by Sylvia Morris

Niina Felushko suggested that we look for cheaper bands to reduce the cost of the parade. We should put a cap of \$300 on the cost of each of the bands.

Deputy Mayor Don Hamilton suggested to send a letter after the parade to all the participating bands to ask them if it was okay by them to move the parade to Saturday. Natasha asked if we could use cadets for the parade as we wouldn't have to pay them or Auxiliary Police.

Digital Main Street:

We received a grant of \$10,000 from Digital Main Street. Kirby was hired to lead a squad to go to all the businesses to improve their google presence/website/yelp.

ED Position:

Sarah GRATTA recommended Sarah Stirling. Katarina would like to end her assistant ED position officially by Labour Day.

Chair Sarah Gratta and Deputy Mayor Don Hamilton will be speaking to Joel that they would like to have a contractor as an ED.

Parking signs: Not discussed as Roger Kanda was absent for the meeting.

Wi-Fi:

Wi-Fi is working only on the south end side of street. We currently have three hotspots/transmitters. Only 125 people per day can connect to the free wifi. There is no contract with the provider. We could consider changing to Rogers as our provider. Rob Kadlovski suggested that maybe there is an opportunity to ask Rogers to work together with us.



New Business: Rob Kadlovski said that this was the first time that there was no notice sent out that the street would be closed for filming. Deputy Mayor Don Hamilton said that the City should approach the BIA. Chair Sarah Gratta said that an email was sent by the city.

Rob Kadlovski suggested that there needs to be a motion for filming approval by the City.

There was no Disclosure of Pecuniary Interest.

Meeting adjourned
Time: 10:48am

Motion passed by Deputy Mayor Don Hamilton
Seconded by Rob Kadlovski

Next meeting :
Wednesday, September 18th, 2019
Time: 9:15 am
Venue: UBIA Office
157 Main St, Unionville