

Unionville Business Improvement Area: General Meeting Minutes

Date: Wednesday, April 17th, 2019

Location: UBIA Office

157 Main Street, Unionville

Minutes completed by: Shibani Sahney

The meeting of the Board of Management for the Unionville Business Improvement Area began at

Time: 9:06 am by Sarah Gratta

In attendance: Sarah Gratta, Chair, Natasha Usher, Vice-Chair, Shibani Sahney, Secretary, Niina Felushko, Financials, Deputy Mayor, Don Hamilton, Ward 3 Councillor Reid McAlpine

Staff: Executive Director, Shawna Ferguson, Gary McMahon

Late arrivals: Shawna Ferguson Time: 9:19am

Regrets: Tony Lamanna, Tom Vasilovsky, Sylvia Morris, Roger Kanda, Rob Vasilovsky

Guests: Ray Smylie & Wes Rowe (UVA), Marika (Ashgrove Spa)

Departure before adjournment: Deputy Mayor Don Hamilton Time: 9:47a.m

Quorum : Was met

“There were no Disclosures of Pecuniary Interest made.”

Adoption of Previous Minutes

Moved by Deputy Mayor Don Hamilton

Seconded by Councillor Reid McAlpine

Carried

Items for Discussion:

Budget : Nina suggested to cut back on our Mother's Day and Fathers Day budgets as some grant approvals are on their way. We had submitted the invoices electronically to the city.

ED Report: Shawna got quotes from 3 quotes for flowers for Mother's Day And Unionville Florists gave her the lowest quote so UBIA will be getting their flowers from them. The first 200 Moms will be given a carnation.

Since we did not receive the Financial Statements from the city for March 2019 so we will be moving March Financials to the next meeting.

City Council approved \$8000 for The Old Tyme Christmas.

We received payment from Digital Main Street for \$10,000 – see Grant information --- Shawna will be hiring a Coordinator to put together workshops and purchase hardware along with Digital Main Street to increase digital awareness amongst our members.

Our revenue from our Directory was at loss last year but this year we have positive revenue from the advertisements. We will at least break even.

Social media Team – spoke about cutting back on this.

We are making an inventory of all UBIA assets and we plan to move the storage of our inventory to the barn to save \$3000 on current storage costs. All Christmas decorations will also be stored at the barn, instead of Tony Lamanna's basement.

We will be partnering with Markham Main Street for Digital Main Street.

For Sweet Sounds of the Firehall, working with Daniel F. to assist in this endeavour. UBIA has exhausted their funds for this as of now. Unless more funding comes, then it will be covered by OFC.

In May, we will be hosting it outdoors in the alley between Old Firehall and Pretty things.

We have a budget of \$11,000 for street performers but as of now we have already booked \$10,000 – will continue to work on this. Will also be part of the CCT grant partnership ask.

We plan to involve youth in a music series of Unionville 's got talent, where the top 4-8 performers will get to perform at the bandstand. Other prizes are being sourced out for donations.

May 25th there will be a Mental Health Awareness walk down Main Street Unionville. Expecting approximately, 120 people .Lloyd Robertson will be there for it. No money from UBIA used for this.

Car Show-We will be going with Felice from Marques D'elegance in Burlington. Cost is \$20,000 (+\$5000 if we break even). He will be donating 3 Exotic Car rental Gift certificates to raffle off to raise money and awareness. He will also be creating our rebranding of the Marketing Deck and helping with sponsorships.

Tony suggested that we should increase the timings of the car show.

Shawna is using the website Sponsorcircle.com which is a website for sponsorships. Central County is still our biggest sponsor.

Shawna has started the process for hiring summer students, but hasn't heard back from the HRDC if we have been approved.

New Business

Councillor Reid McAlpine spoke about clearing some areas at the bandstand and making them safer. This includes replacing the old Bruce tree which doesn't have much life left with a flag pole.

Confidential Matters: NA

Next Meeting Date & Location:

May 15th at 9:30 a.m at the UBIA office

Adjournment: 10:50 a.m

Moved by Sarah Gratta,Chair

Seconded by Councillor Reid McAlpine