

UNIONVILLE BIA Minutes  
Wednesday September 18, 2019  
BIA offices, 157 Main St

BIA Board Members	In attendance	Regrets
Sarah Gratta	Y	
Natasha Usher	Y	
Niina Felushko	Y	
Shibani Sahney		X
Roger Rhanda		X
Tom Vaskilovsky	Y	
Sylvia Morris	Y	
Rob Radlovski	Y	
Tony Lamana	Y	
Deputy Mayor Don Hamilton	Y	
Councillor Reid McAlpine		X

Staff: Sara Sterling

Guests:

Wes Rowe - Unionville Villagers Assoc  
Ray Smylie - Unionville Villagers Assoc  
Rachel Fell - Varley Art Gallery  
Keltie Laidlaw - Varley Art Gallery  
Bowie Fam - Varley Art Gallery

Call to order 9:20am by Chair Sarah Gratta

Approval of Minutes:

Motioned by Tom Vasilovsky  
Seconded by Sylvia Morris

Approval of Agenda:

Motioned by Natasha Usher  
Seconded by Niina Felushko

Approval of Financials:  
Motedioned by Sylvia Morris  
Seconded by Tom Vasilovsky

The new Executive Director Sara Sterling was introduced and welcomed.

#### Financial Update:

- We have \$40K to spend for rest of the year
- Most to streetscape with Xmas, office expenses
- More money for Xmas needed
- Sponsorships and fees from GGFF helping
- We need to find \$4K-\$5K for the Xmas parade - discussion around table re: who we could approach for sponsorship. Sylvia will discuss with Harshal, others will come back with more ideas.
- Process of CCT and the money is a challenge - Sarah to talk with Chuck to better understand the process - Rob's recommendation
- Special thanks to Niina, everyone is pleased with the level of detail she has been providing

#### Event Updates:

- GGFF update
  - Schedule to be shared by email
  - Gazebo painted, street to be washed before hand
  - There was a great article published written by CCT
  - Hotel room nights have been booked - 167 Marriott, 94 Hilton, 117 Hampton, as well as Holiday Inn, Monte Carlo
  - Morgan from ET Canada will be hosting one panel
  - Sirius XM, etc lots of requests for media
  - Rob suggested we should share with Media how many people are coming, from where, hotel rooms filled, here's the success story about it - leverage this for the future
  - Press release the Monday before will be issued - Globe & Mail, all papers
  - UBIa will be in 161 Main St - brochures, nursing station, first aid, etc
  - Don - we should approach Marriott and Hilton if they want to put brochures out in the BIA office in exchange for Xmas sponsorship
  - George and developers might want to put brochures out too, Watford Group
  - Revenues
    - \$2000 vendor fees
    - \$800 food trucks
    - Bar & concession stand
    - Full report next meeting

#### Car Show

- Hospital has their money \$3000 approx

- It was requested that we have a cheque presentation
- Sara to get in touch with Allan Bell then send a note to everyone for photo opp

#### Influencers

- Two young bloggers came and went through the street and posted about it, has boosted all Instagram pages
- Sara will work in the Fall on getting more to come

#### Real Estate Changes

- Chee Bakery - selling her business for \$100K
- Magic Needle space for lease

#### Halloween

- Spooky Sunday - entertainment - we can't afford it - discussion re asking kids entertainers they can charge \$1 for balloon animals
- It was asked that we reconsider charging families as free entertainment for families is good will for future shoppers and the influencer of the family
- We are going to supply one box of candy to each store
- Maybe a Costume Contest through social media
- Varley doing an activity for families in courtyard - Sara and Rachel to chat about this

#### Christmas

- Breakfast with Santa
  - We need to talk to restaurants find out what they want to do
  - \$20 plus \$5 option for charity
  - Should we be charging HST? No
  - Eventbrite
  - Each restaurant should do 2 over the 3 day period
  - Flyers for Breakfast for Santa to everyone by mid Oct
- Parade - Celebrate Markham \$8000
  - Xmas Parade - Don, Judi, Wes, Ray, Mavis, George Old Country Inn
  - Tom can give us some great names to reach out to - we can reach out and CC Tom
  - Sylvia will ask Harshal
  - Sara & Judi have had several meetings and the full committee will meet Thursday September 19
- Market
  - Lost the property so it's a no
- Streetscape
  - Tony and Niina have discussed budget
  - Tony would like some more money for garlands
  - We have \$9100 right now

#### Remembrance Day

- Tom, Tom's Dad picture, Sylvia and Rob have been involved
- Llyod isn't available but Don has found someone else - Sara to contact Pastor Marty Mollengraff
- Sara to invite the current list

#### AGM date options

- Proper event & marketing plan for our AGM
- Early in 2020 - early February
- Rachel would like us to provide mandate/mission statement

#### New Business / Other

- Tom has property behind the Arms
- Get a local tree farm to sell trees behind the Arms- raise money
- UBIA would manage it, market it, 2-3 weeks, whatever we want
- Culture Days - last weekend of September - Varley is hosting events Sept 28/29
  - We will promote on social media

Meeting adjourned at 10:27 -

Motioned by Rob Kadlovski

Seconded by Sylvia Morris

Next Meeting October 16 @ 9:15am