

XUNIONVILLE BIA Minutes
Wednesday October 16, 2019
BIA offices, 157 Main St

BIA Board Members	In attendance	Regrets
Sarah Gratta	Y	
Natasha Usher	Y late 9:40am	
Niina Felushko	Y late 9:20am	
Shibani Sahney		X
Roger Rhanda	Y	
Tom Vaskilovsky	Y	
Sylvia Morris	Y	
Rob Radlovski	Y left 9:50am	
Tony Lamanna	Y	
Deputy Mayor Don Hamilton		X
Councillor Reid McAlpine	Y	

Staff: Sara Sterling

Guests:

Wes Rowe - Unionville Villagers Assoc
Ray Smylie - Unionville Villagers Assoc
Rachel Fell - Varley Art Gallery

Call to order 9:20am by Chair Sarah Gratta

Approval of Minutes:

Motioned by Roger Rhanda
Seconded by Tom Vasilovsky

Approval of Agenda:

Motioned by Roger Rhanda
Seconded by Rob Kadlovski

Approval of Financials:

Financials not available at time of meeting

Event Updates:

- GGFF recap
 - Social media results shared - VERY positive and posts still happening 2 weeks later
 - Media well represented with ET Canada, CP24, Sirius Radio & Family Channel
 - General feedback from attendees and merchants on the street was positive
 - Interesting feedback from some merchants that the “ticket-paying visitor/customer” provides more of a valued customer
 - Sarah sent a survey to merchants we have received 15 responses which shows 80% had an increase in sales and that 86% would like to see more events like this
 - We spent \$37,500 from CCT
 - Revenues
 - \$1750 vendor fees
 - \$600 food trucks

Halloween

- Spooky Sunday - posters distributed and candy will be given to participating merchants on Thurs Oct 24
- We are going to supply one box of candy to each store
- Varley doing an activity for families in courtyard - included in poster and social media

Old Tyme Christmas

- Tony discussed the streetscape, he and Sara will work with providers to schedule lights etc to be done
- Potential sponsorship was discussed to help cover some of the shortfall this year - Roger agreed to approach some companies, Sara has sent him a sponsorship package to use (thank you to Rachel from Varley for sending a sample package)
- \$5,000 would be a great amount to get with sponsorship

Breakfast with Santa

- Unionville Arms and Jakes have agreed to participate
- Old Country Inn will not be participating this year
- There will be seatings on Dec 8, 14 and 15 that will include 3 options for breakfast and tickets will be \$20 each plus \$5 option to donate to MSH Foundation
- Santa will visit and each child will get a loot bag/small gift

2020 Planning

- Board agreed to sit down together for a 2-3 hour meeting to make final decisions on all 2020 events - discuss the pros & cons
- Chinese New Year was brought up briefly as something we should consider adding to the calendar

Future Streetscape

- Reid updated everyone on planning for future streetscape - planning in 2020 and breaking ground likely in 2021
- This will include a new hard surface at the top of the main stairs from East parking lot complete with furniture and perhaps patio tables
- Wiring the street to “tomorrows technology” will be a big part of it
- Would like to draw Varley into the changes so they become more of the street than they currently are

AGM date options

- Proper event & marketing plan for our AGM
- Sarah proposed Feb 11/12 - we will decide on the date in November meeting

New Business/Other

Sunday Street Closure

- Tony brought up the idea of closing Sundays from June-September like the Kensington BIA
- Tony to provide the board with projected costs of doing so, so a decision can be made with all the facts present (ie: closure permit fee, police)

Meeting adjourned at 10:18 -

Motioned by Rob Kadlovski

Seconded by Sylvia Morris

Next Meeting November 20, 2019

9:15am - 10:30am at 157 Main St Unionville