



SETTLED IN 1794

Zoom Meeting

Unionville BIA

Date: Wednesday, July 8th, 2020

BIA BOARD MEMBERS	In Attendance	Regrets
Deputy Mayor Don Hamilton	Yes	
Councillor Reid McAlpine	Yes	
Niina Felushko	Yes	
Natasha Usher	Yes	
Shibani Sahney	Yes	
Rob Kadlovski	No	
Roger Kanda	No	
Tony Lamanna	Yes	
Sylvia Morris	Yes	
Sarah Iles	Yes	

Executive Director: Sara Sterling

Guest : Vivian Risi (Landlord 161 Main Street)

Call to order by Chair Niina Felushko - At 10:08 am

Approval of Agenda

Motion by Councillor Reid McAlpine

Seconded by Sylvia Morris

All in favour

Approval of June Minutes

Motion by Sarah Iles

Seconded by Sylvia Morris

All in favour

Financial Updates by Chair Niina Felushko

For the month of June our main expenditure were the banners and regular expense. Regarding adding Shibani as another signing authority with TD Bank we got a reduction of \$50 to the cost of adding another signature. June financials will be available in our next meeting.



Approval of June Financials

Next month's meeting

Disclosure of Pecuniary Interest

There was no disclosure of Pecuniary Interest

City Update: Councillor Reid McAlpine

The new development plan for Markham Centre shows a bright future for Markham and Unionville. People are encouraged to visit the website www.markham.ca to participate in this visionary plan. The first phase will be a residential building on 28 Main Street and Enterprise Blvd on the northwest corner with 47 stories. The second phase will be proposing 42 stories. For Unionville this means that approximately 1200 new customers will be visiting. This is still controversial as many do not want 47 stories, so it may or may not be approved. There will also be two more developments near the GO station. Another 47 story building has been proposed near Sheridan Nurseries.

Main Street Unionville Commercial Core Streetscape Master Plan: Counsellor Reid McAlpine

The Streetscape Master Plan initially started in 2013. There are two key pieces - the layout of the street and the materials to be used. The boulevard on the east side would be a bit wider as opposed to the west side as it is now. We could also shift the parking to the east side instead of the west side, if we decide to allow parking again. Lamp Posts will be replaced with more modern looking ones, and wooden posts removed. We also plan to put more trees.

Part of the proposal is to use upgraded materials which almost doubles the \$2million cost to \$4million, this is what is being recommended and has been supported all along at public hearings and meetings.

Given COVID-19, the City could have a deficit of approximately \$10-27million. Given that, the streetscape plan may be delayed a year or two.

Motion: That the Board of Management of the Unionville Business Improvement Area supports the Modified Concept #2 recommended in the Main Street Unionville Commercial Core Streetscape Master Plan 2020 Final Study Report,

And further that the UBIA board supports Approach B -- Enhanced Materials outlined in the Report,

And also that the board believes that Modified Concept #2 and Approach B will enhance the retail and pedestrian experience, improving Unionville's position as



SETTLED IN 1794

a retail, dining and tourism destination and so supporting the viability of businesses on the street.

Motion by Councillor Reid McAlpine

Seconded by Sylvia Morris

All in favour

Parked Item: Tony Lamanna is concerned about the parking on the east side eventually. He recognized the importance of keeping this as a parked item for the future.

Executive Director Update: Sara Sterling

Government visits: The Minister of Finance Rod Philip visited along with Billy Pang's office staff. They stopped by at Unionville Arms and Eyes on Unionville. They talked about the economic recovery. The visit of the Minister for Tourism got cancelled last week.

Media: Sara was interviewed by the Economist and Sun. They were featured on the front cover of the newspaper with article inside. Great to have coverage!

Patio expansions: Espresso 21 and La Grotta received their approval to extend their patios. Starbucks, Unionville Arms and Chat Bar are waiting for their approval to arrive. The patios will be extended until the end of October. Something cement like or a flat barrel will be placed for safety.

Destination Markham: We can apply for funding for recovery. We are proposing to request \$1500 from Destination Markham to pay for a wayfinding sign on Highway 404 going North when a spot becomes available. We are first on waiting list. Destination Markham is still sorting out their application process.

Banners: Our new banners are up. We ordered a plaque to recognize the students for the work that they put in.

Shirt program: The Unionville T-shirt Program website has been launched and we have already sold 13! We continue to push in newsletters and on social media. Great to partner with MSHF on this one.

Marriott program: 12 stores & restaurants have joined the Marriott program – when someone checks in at the hotel they are given a voucher for 15% off at any of those spots on Main St. Hopefully this will help drive tourists to the street.

Digital Main Street and ShopHere: DMS is reinstating their program from last year. Only 10 people took advantage of it last year, but it was holiday time so we think we can get more this time. We will get Christine on board again this year to help engage the businesses.

New items:

Fire trucks: Tony Lamanna asked if we could request the fire trucks not come up and down the street anymore. Councillor McAlpine contacted the Acting Chief that day and the driving up and down will cease.



Restaurant parking: Tony Lamanna asked if there could be more flexibility with regards to the number of parking spots needed for restaurants to open on the street as it is hindering some new businesses opening. Councillor McAlpine agreed and suggested we form a subcommittee on this. Sara will send a note to get committee started.

ByLaws: Sara will be walking the street with ByLaws Director soon to discuss issues. One example is the Tatoo sign which has been taken down to be revised. All stores should have a permit.

Welcome package: Chair Niina Felushko suggested that when a new tenant comes to the street we should offer them a welcome package which tells them what guidelines to adhere to while doing business on the street and all the bylaws and rules.

Masks: York Region votes this week on mandatory masks. **Update:** vote passed, masks are now mandatory in all indoor locations as of July 17 2020.

Meeting adjourned: at 11:36 am
Motion by Chair Niina Felushko
Seconded by Shibani Sahney
All in favour

Next Meetings:
Wednesday, August 12th, 2020 at 10am
Wednesday, September 9th, 2020 at 10am