



Zoom Meeting

Unionville BIA Board Meeting

Date: Wednesday, August 12th, 2020

BIA BOARD MEMBERS	Attendance	Regrets
Deputy Mayor Don Hamilton		X
Councillor Reid McAlpine	Yes	
Niina Felushko	Yes	
Natasha Usher	Yes	
Shibani Sahney	Yes	
Rob Kadlovski	Yes 10:20am	
Roger Kanda	Yes	
Tony Lamanna	Yes	
Sylvia Morris	Yes	
Sarah Iles	Yes	
ED: Sara Sterling	Yes	

Call to order by Chair Niina Felushko - At 10:02 am

Approval of Agenda

Motion by Councillor Reid McAlpine

Seconded by Sarah Iles

All in favour

Approval of July Minutes

Motion by Sylvia Morris

Seconded by Shibani Sahney

All in favour

Financial Updates by Chair Niina Felushko

Both June and July financials were presented as the June financials were not ready at the last meeting. We have only spent \$66,000 of our total budget and we are in August, due to COVID and event cancellations. We should look at productive ways to spend our funds this year including recovery and streetscape measures. We were approved for a \$10,000 Digital Main Street grant, we will be employing two Squad members to help the businesses with their digital issues.

**Approval of June Financials**

Motion by Shibani Sahney

Seconded by Sylvia Morris

All in favour

Approval of July Financials

Motion by Natasha Usher

Seconded by Sylvia Morris

Disclosure of Pecuniary Interest

There was no disclosure of Pecuniary Interest

City Update: Councillor Reid McAlpine

A proposed variance for 206 Main Street has been submitted by George LeDonne as he wants to put his office in the new white building he has built behind the Stiver House. Reid gave a brief history and overview of the ByLaw, which doesn't allow professional offices from being on the main level and street-facing. The variance for George may work because the white building is set back more than 10m from the street. There is a Committee of Adjustment meeting to consider this on September 2nd, the UBIA Board should be sure of their stance on this matter previous to the meeting. In general the UBIA Board expressed support for real estate offices but not other professional offices. Reid will share our thoughts with Heritage Markham, and Sara will set up a meeting with Regan Hutcheson and Brad Roberts from the City to get further information before the September 2 meeting.

Executive Director Update: Sara Sterling

Government visits: MP Bob Saroya visited the street 2 weeks ago, he stopped and met with various members to talk about their issues during COVID and recovery.

Patio expansions: The Arms, Jakes, and Espresso 21 were the only patios who ended up installing expansions. Chat Bar received their approval on July 16th but has not installed anything. Sara has sent them a note asking why but not received a response. Niina commented that restaurants would like the ability to expand next year as well, as they will still be recovering then.

Digital Main Street 2.0: We have received approval to spend \$10,000 servicing members with the help of a Service Squad. We have hired Christine Ng, who worked with us on the Squad last Fall, and Shorian Hutcheson, who has worked with Christine on various digital projects in the past. Sara is managing the program with them.

Shop Local Contest: We have launched the Shop Local Contest, and posted posters on the street as well as promote on Social Media. People are asked to take photos of items they bought or ordered to eat with a hashtag, to win one of 3 x \$100 gift cards to any store on the street.

ByLaws: Sara met with Mike Kilingsworth from the City about ByLaws on the street. He is going to have one of his junior staff come to the street to take an inventory of all signage and compare it against who has a permit and who does not. There is a general consensus that while ByLaws should be flexible during COVID the street is beginning to look a bit junky and we need to clean it up.



Member Package: Sara is finalizing a package to be delivered to all new (and existing) members that highlights all bylaws and pertinent info about the street including signage regulations, permits, parking and more.

New items:

Unionville Festival Subcommittee: Niina reminded the Board that the Unionville Festival will be ours to manage next year. We will be hiring a coordinator to help but also need the Board to step up and joining a Subcommittee to help out. Niina, Reid and Sylvia agreed to be part of this committee.

Unionville Market Subcommittee: Shibani agreed to be part of a Subcommittee to assist with the new Unionville Market next summer.

Red Tape Subcommittee: Natasha and Tony are on the committee, we have so far looked into parking spaces for restaurants and the pond issue at the Planning Mill. Thank you to Reid for assisting with both issues.

Building maintenance: Sarah commented on the terrible state of her building. She has asked her landlord several times to repair various items to no avail. She will report to by-laws if the matter persists. We need to make sure we include in the member package that landlords can apply to the City for a grant to help maintain and upgrade their buildings.

Leases: Rob asked if building maintenance and signage permits could be included as part of a new tenants lease. Sara will check with City litigators. Rob also suggested that we check with OBIAA how other BIA's manage this.

In-camera item:

Niina informed the Board that Sara has requested to move to a full-time position and salary. She presented valid information about her role; what she has accomplished in the year she has been in the role. Everyone agreed Sara has been a valuable resource and should be moved to full-time, as she is already putting in full-time hours as well. Rob suggested Niina also look into what other BIAs pay their EDs, as background information to have. The Board agreed to increase her hours and salary accordingly, at the same hourly rate.

Motion to increase Sara's hours to 37.5 per week at a rate of \$30.28 with 3 weeks vacation by Sylvia Morris

Seconded by Shibani Sahney

All in favour

Meeting adjourned: at 11:40am

Motion by Chair Niina Felushko

Seconded by Shibani Sahney

All in favour



Next Meeting:

Wednesday, September 9th, 2020 at 10am

Parked Items:

From July: 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.

Traffic: Reid and Sara will be meeting with City staff soon to get all the information needed to make a decision on the possibility of a one-way street. They will report back at next meeting hopefully.