



Zoom Meeting

Unionville BIA

Date: Wednesday, September 9th, 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	Yes	
Roger Kanda	No	
Tony Lamanna	Yes	
Sylvia Morris	Yes	
Sarah Iles	Yes	

Executive Director: Sara Sterling

Guest: YRP Superintendent Chris Bullen

Call to order by Chair Niina Felushko - At 10:00 am

Report from YRP Superintendent Chris Bullen

The Superintendent was invited to speak to the Board about the recent robberies on the street. He gave a background and details of the robberies – they began at Shoppers Drug Mart at Kennedy and Highway 7, then Café 20 and the Unionville Smokes store. The 5 robberies on the Main Street came the following week. The robber passed a note and said that I may have a weapon. YRP caught him after he approached staff at Unionville Arms and Il Postino.

There is another suspect too who YRP is trying to arrest. In stage 3 of the pandemic the police noticed break-ins increasing again, now that people were going back in to work. There seems to be a crime syndicate in the Unionville and Legacy area.

Board members asked what they should be doing to be safer, Chris suggested Sara touch base with Constable Greg Hines who will come and speak to the members with tips on safety for both businesses and residents.

There is increased police foot patrol in Unionville and Markville Mall.



Sara asked Chris about his officers stopping people for the Local Traffic Only, he said they were finding a lot of people still just driving through. Reid said that overall the traffic has reduced this year, but not sure if it is because of Local Traffic Only or the pandemic.

Approval of Agenda

Motion by Tony Lamanna
Seconded by Shibani Sahney
All were in favour

Approval of August 2020 Minutes

Motion by Sara Iles
Seconded by Don Hamilton
All were in favour

Financial Updates by Chair Niina Felushko

For the month of August we do not have the financials yet. We will have the numbers ready by next month.

Disclosure of Pecuniary Interest

There was no disclosure of Pecuniary Interest

City Update: Councillor Reid McAlpine

There is an update on the variance for the application for the sales office at Stiver Mill, it has been approved. Jack Valianes wants to put a pizza place at 157 Main Street. Reid is encouraging Jack to apply to Committee of Adjustment for a parking Variance for the restaurant. He already has approval for the liquor license. UPDATE: Jack has told Sara he no longer intends to put a restaurant there and is hoping to lease the space to retail, through Sylvia.

ED Update by Sara Sterling

Streetscape: We purchased the larger Christmas item that you can sit on for \$16,000 and signed the contract with Judith Crombie from Visualize It for \$14,000 to install all the pole lights, purchase and install garland, and install all other items previously purchased. The \$14,000 is approximately the same amount we paid 3 separate vendors last year, now we have one vendor which should make the whole process smoother and a better look and feel to the street.

We will be requesting funds from Destination Markham to assist with payment for this item. We are also starting a project with Unionville High School for Instagram walls this Fall, and all will be co-ordinated.



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Digital Main Street: Christine and another employee Shorian Hutchinson have been hired for our Digital Service Squad. We received a grant of \$10,000. This is helping us to update our website. In addition to helping various businesses with their digital framework, they are also taking great photos of businesses to post on the website, including 360 videos.

History tours by George Duncan: George has retired from the Heritage Dept at the City and we asked him to do tours for us, for a fee. He will be offering them on Sundays for free this Fall, maximum 6 at once per social distancing. If they are successful we will start them again in Spring. We will also promote George's book.

Shibani suggested to post it on free things to do in the city on different platforms. Tony suggested engaging volunteer students who can be trained to talk about the history as well.

Marketing brochure: We decided to do marketing brochures instead this year and not the directory. We have approval from CCT for partnership dollars. We can place the brochure version in different places for example at the Panam center as well as mail to Tourism offices across Ontario.

Altus Group: They have been surveying people on the street for a retail study the City has required Harshal to do.

Meetings: Sara has attended the Markham Rotary meeting and will attend the Unionville Ratepayers Assoc meeting next week.

New Items: Councillor Reid McAlpine said that we should have something scaled down for Remembrance Day – Sara is waiting to hear back from the City she has already asked what we will be allowed to do for Remembrance Day. We should also be opening the bandstand for small events. Tony has a question about Harshal's properties and their maintenance. Reid said that we will be sending the bylaw officers to speak to them to fix the small superficial issues of property maintenance.

Meeting adjourned: at 11:02 am
Motion by Rob Kadlovski
Seconded by Shibani Sahney
All were in favour

Next Meeting: Wednesday, October 14th, 2020
Time :10am