



Zoom Meeting

Unionville BIA

Date: Thursday, October 15th, 2020

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

Executive Director: Sara Sterling

Guest: Debbie Smrz (Naturopathic Clinic)

Call to order by Chair Niina Felushko - At 10:03 am

Approval of Agenda

Councillor McAlpine added an item to new business

Motion by Shibani Sahney

Seconded by Tony Lamanna

All were in favour

Approval of September 2020 Minutes

Motion by Sylvia Morris

Seconded by Tony Lamanna

All were in favour



Financial Updates for August & September 2020 by Chair Niina Felushko

The August financials were not ready at our last meeting so we have circulated them with the September financials.

Digital Main Street grant was \$10,000 and CCT grant for holiday marketing was approved at \$18,000 – CCT will give us approx. \$10,000 of this, we contribute the remainder. Destination Markham also contributed \$5,000 to the cost of our new Christmas decor. There was an error by the city in calculating Sara Sterling's vacation pay but they have fixed it. We have a surplus of \$126,895.00 currently.

Approval of August Financials

Motion by Sylvia Morris

Seconded by Shibani Sahney

All were in favour

Approval of September Financials

Motion by Tony Lamanna

Seconded by Natasha Usher

All were in favour

Disclosure of Pecuniary Interest

There was no disclosure of Pecuniary Interest

City Update: Councillor Reid McAlpine

Yesterday Councillor McAlpine met with the Mayor, CAO Andy Taylor, Bryan Frois, Niina and Sara. We invited the Mayor to visit in order to review the state of the street, the road and sidewalks that are coming apart. The Mayor and CAO agreed that the street is in need of repair, but emphasized that the landlords need to do their part in ensuring their properties are also kept up to standard. The Mayor and CAO suggested that we find some KPI to support our request for the planned \$4million revitalization. There was also a discussion about the potential of paid parking in the future. Tony added that we should remind landlords about the Heritage grant for upkeep.

ED Update by Sara Sterling

CCT grant: CCT is providing us with a marketing grant that will cover the printing and distribution of our postcards and brochures, as well as advertising on Facebook, with Snapd Markham and with BlogTO on social media. We will be mailing the brochures to the tourism offices and distributing the postcards locally on our street and within York Region.



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Digital Main Street: Christine and Shorian from DMS are working currently with eight businesses. They have posted new 360 photos and updated content on the website, it is looking great Sara encouraged everyone to take a look at it.

Streetscape:

We bought a large new structure for holiday decor. It will be put up by Visualize It Inc. by early November. We sold our old snowman and gift boxes to the Town of Sutherland for \$1,700. Instagram walls will be produced by end of October as well, from UHS students. They will be placed at the bandstand and in the Chat Bar area. These will all be promoted with our marketing grant dollars.

Bylaws: ByLaws came two weeks ago and walked with Sara. The goal was to tell people about the ByLaws and try to encourage them to fix their signage where needed.

Unionville Festival: The first brainstorming meeting has taken place. We will decide by early February if we are able to host the Festival in 2021 or not, depending on COVID.

History Tours: The history tours by George Duncan are still going on with a limit of six people at a time. This will carry on until November 8th. This is a good winter strategy for the street and we should expand the timeline for this if George is willing to do it.

New Items:

Furniture on street: Councillor McAlpine showed us various options for tables and chairs to be installed at the top of the new stairs. Everyone gave opinion, he will take that back to the Operations department.

30KM/HR speed limit: Councillor McAlpine suggested we pass a motion to maintain the 30KM/HR that we have had since March. Everyone agreed.

Motion For a 30KM/HR an hour speed limit on Main Street Unionville

The Board of the UBIA supports maintaining the 30KM/HR speed limit that was introduced in March 2020 due to COVID and traffic calming measures. The Board encourages the City to amend the current speed limit and will encourage YRP to enforce.

Motion by Tony Lamanna
Seconded by Niina Felushko
All were in favour

Traffic calming: Councillor McAlpine reported that he had discussed the possibility of speed bumps with Fire and they were ok with them, as long as they were the shorter ones that did not affect fire trucks. Tony said we have a momentum right now, many are used to driving slower



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and safer we should continue with that. Sara suggested we keep the “no parking” rule into 2021, Reid suggested we speak with landlords and merchants to get their thoughts first.

Board participation: Tony inquired as to the participation of Board members, noting that Roger Khanda has only attended one meeting since May and does not respond to emails from ED or Board Chair. Niina agreed to call Roger to ask if he is still interested in being on the Board. Niina suggested that there are a few others on the street that may want to join.

Winter strategy: Councillor McAlpine suggested we try to come up with more of a winter “strategy” – on top of our new streetscape décor and advertising, what else can we look at doing. One suggestion was to install some colourful seating, maybe get some colourful Muskoka chairs like the ones in the park off Carlton. We do need to be cognizant of course of COVID numbers and gathering rules. Reid suggested that he and Sara review the Edmonton Winter Strategy for ideas.

Meeting adjourned: at 11:40am

Motion by Tony Lamanna

Seconded by Natasha Usher

All were in favour

Next Meeting: Wednesday, November 18, 2020 at 10am on Zoom