



Zoom Meeting

Unionville BIA

Date: Wednesday November 18th, 2020

BIA BOARD MEMBERS	In Attendance	Regrets
Deputy Mayor Don Hamilton		X
Councillor Reid McAlpine		X
Niina Felushko	Yes	
Natasha Usher		X
Shibani Sahney	Yes	
Rob Kadlovski	Yes	
Roger Kanda	Yes	
Tony Lamanna	Yes	
Sylvia Morris	Yes	
Sarah Illes	Yes	

Executive Director: Sara Sterling

Call to order by Chair Niina Felushko at 10:06 am

Approval of Agenda

Please note the December meeting is Dec 9th not Dec 10th

Motion by Rob Kadlovski

Seconded by Sylvia Morris

All in favour

Approval of October 2020 Meeting Minutes

Motion by Sara Illes

Seconded by Shibani Sahney

All in favour

Financial Update by Chair Niina Felushko

We are currently sitting with a generous surplus of \$126,000. We have not spent much on events, promotions and advertising. Our main expenses have been spent on the beautification



of the street in recovery spending. We will be getting money back from CCT as well. We are roughly going to have a surplus of \$80,000 by the end of this year after paying November and December expenses.

We should have a discussion with regards to the tax levies and whether we potentially reduce to alleviate financial COVID pressure, or save for recovery in 2021.

Sylvia Morris mentioned that the Markham BIA gave VISA cards worth \$500 to all tenants to help with business expenses. Niina suggested that we could potentially use our surplus funds towards increasing security on our street like street cameras.

Rob Kadlovski and Tony Lamanna recommended that we use the funds for the recovery of the street – events etc - as a whole and not Individuals.

Approval of October Financials

Motion by Sylvia Morris

Seconded by Sara Illes

All in favour

Disclosure of Pecuniary Interest

There was no disclosure of Pecuniary Interest

City Update by ED Sara Sterling

Sara brought up what she knows from City as Reid had sent regrets. The No Parking Bylaw will be extended indefinitely. The 30km an hour speed limit is now a law on our street. Patio expansions will go on until Dec 31st, 2021.

ED Update by Sara Sterling

Streetscape: The holiday chair has been installed. We decorated the gazebo and the lamp posts, with lights and garland. The Instagram Walls will also be put up today. One at the bandstand and the other in the open area outside the Chat Bar . Six Muskoka chairs have also been placed at the bandstand and four by the Chat Bar. Some of our decorations from the previous years have broken in the storage facility. Rob Kadlovski said to look at the agreement and the insurance for the broken Christmas decorations. **UPDATE:** Sara checked and the contract was only for 3 years from 2016 to 2019 and the UBIA does not have asset insurance.

Digital Main Street: We still have Christine and Shorian from our Digital Main Street Squad who have been working very hard to help businesses on the street. They will complete their work early December.



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Marketing/Advertising: We have spent some CCT funds on marketing and advertising, including some BlogTO Instagram ads and Snapd half page ads for November and December, highlighting our new streetscape.

Media: We have sent a press release about our streetscape to CBC, and their Cross Country Radio Show interviewed Joe from Il Postino last weekend.

Social media: We have a pet contest on social media where people can post pictures of their pets. It will be closing November 23rd. A gift guide for Instagram is being put together with retail businesses and restaurants participating in it.

St. Lawrence Market visit: Councillor McAlpine and ED Sara visited the Market to view their Market Street and its materials. This could be a great solution for our street's revitalization. They are going to take some of the key Operations staff to visit again.

New Items:

Watford: There was a discussion about the Watford Group and their buildings going into receivership. Various members have heard various things from Harshal, but it is clear that the buildings will be sold soon. The receivers would like to sell all to one buyer, but that is not confirmed yet if they will find one or sell them separately. We will keep a close eye on this.

AGM: Rob suggested that we we should set a date for our next AGM in our next meeting and also check from the City if we need any clearance in advance to host online.

Real Estate: Sylvia Morris updated on real estate - there are potential businesses such as a sushi restaurant, a bakery and a coffee shop that might open up on our street, in the Lou Lou's spot and 157 Main.

Washrooms: Tony Lamanna said that the public washrooms at the Crosby Arena should remain open throughout the year. Sara will check with the City on this.

Meeting adjourned: at 11:13 by Chair Niina Felushko

Next Meeting: Wednesday, December 9th, 2020
Time :10am-1130am on Zoom