



SETTLED IN 1794

Zoom Meeting

Unionville BIA

Date: Wednesday December 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	Yes	
Tony Lamanna	Yes	
Sylvia Morris	Yes	
Sarah Iles	Yes	

Executive Director: Sara Sterling

Call to order by Chair Niina Felushko at 10:03 am

Approval of November 2020 Meeting Minutes

Motion by Sylvia Morris

Seconded by Sarah Iles

All were in favour

Financial Updates for November, 2020 by Chair Niina Felushko

The streetscape costs for 2020 are approx. \$45,000. Our expenses so far are at \$145,680 and we have a surplus of approx.. \$87,398. We will have just the regular expenses to take care of in December. We will be submitting reimbursements to CCT in January for marketing expenditures such as postcards and social media management. Sara and Niina have already started planning out the budget for next year. Councillor McAlpine suggested we may want to come up with 2 or 3 scenarios depending on lockdown, recovery, events, etc. He also suggested we should try to maintain the reserve we have year over year.



Approval of November 2020 Financials

Motion by Councillor Reid McAlpine

Seconded by Sylvia Morris

All were in favour

AGM

We have booked the date of Wednesday, February 17th, 2020 at 7pm on Zoom. Per City regulations, members will have to send in their proof of membership in order to get the Zoom link – this can be a simple email with business name. Niina would like to for each member to think about if they want to continue on the Board, we need everyone to be more involved and contribute more in 2021 as we come in to recovery. Subcommittees and new members with fresh ideas would be welcome next year.

We really need to promote the AGM. Reid suggested we invite a speaker, perhaps the Mayor. UPDATE: Sara has invited Mayor. Tony suggested we make an important announcement about the street redevelopment in order to get people's attention and attendance at the AGM.

Update by Councillor Reid McAlpine

Reid and Sara visited the St. Lawrence Market BIA for a tour of their streets and street designs, to get ideas regarding different materials for the new streetscape design implementation. Reid also mentioned there will be a 0% tax increase in 2021, and that storm water fees will be reinstated.

ED REPORT by Sara Sterling

Street Redevelopment & Retail Strategy – as Reid explained he and Sara have had meetings about redevelopment and are pleased to report the City staff are moving ahead and a large meeting has been scheduled for early January to get things going. They are also interviewing various potential retail strategy firms. The City's Economic Development team has indicated they may be able to assist a bit in this area and we can look to Destination Markham for potential funding.

Digital Main Street – is coming to a close next week, we have helped a fair amount of businesses getting online and setting up Shopify sites.

Advertising – with our CCT partnership, we have been able to buy more advertising with Snapd and BlogTO Instagram posts, which did very well. Well worth the funds.

Destination Markham – we continue to work with them on programs and promotions.



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Breakfast Television – came to Main Street on Mon Dec 7th, interview Firehall, Pretty Thingz and the Arms. Was a real boost for the street and all businesses saw a major uptick in sales that day and afterwards. Firehall’s website crashed it was so busy!

2021 Events – the City has indicated (informally) that there will be no large-scale events like the Unionville Festival allowed in 2021. We will instead focus on smaller, crowd-controllable events to bring guests to the street.

New Items:

Instagram Live - Natasha Usher had an idea from watching Lou Lou’s Instagram Live. She suggested that we could have a week of a virtual marketplace on Instagram Live everyday around Valentine’s Day in 2021. Sara said she would follow up with Natasha and put it out to the members in the new year.

Watford Group – discussion around what is happening with the buildings that were previously owned by Harshal Dave and gone into receivership. There is much discussion on the street in this regard, we will try to get in touch with the receiver to get facts about the sale of the buildings, and what might happen in January.

Real Estate Update – Sylvia mentioned she is still trying to rent out Lou Lous. There is also word that Therese Taber (landlord of Starks building) is having a difficult time with her renters, not sure if they will be moving in or not come the new year.

Disclosure of Pecuniary Interest

There was no disclosure of Pecuniary Interest

Meeting adjourned: at 11:01 by Chair Niina Felushko

Next Meeting: Wednesday, January 13th, 2020

Time :10am