



## Zoom Meeting

### Unionville BIA

Date: Wednesday, January 13th 2021

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 10:06 am

#### **Approval of Agenda**

Motion by Sarah Iles

Seconded by Tony Lamanna

All were in favour

#### **Approval of December 2020 Meeting Minutes**

Motion by Tony Lamanna

Seconded by Shibani Sahney

All were in favour

#### **Financial Updates for December, 2020 by Chair Niina Felushko**

We have not yet received the financials from the City so we will approve it next month.

However, we ended the year in a surplus of approximately \$80,000. Digital Main street finished their project with us on December 18<sup>th</sup> and we will be getting \$10,000 to cover that project. We



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also still have \$7,200 coming from CCT from our 2020 Marketing Partnership with them. The Board took a look at the draft budget for this year, distributed by Niina. This is a draft, to be approved at the AGM then by Council in May. It is likely there will be various grants available to us in 2021 as well once we start a recovery period.

We have hired a coordinator for the Unionville Market and we are also applying to hire a student through the Canada Summer Jobs program. Reid suggested we include a reserve in the budget for future years.

### **AGM**

The Annual General Meeting is to be held on February 17th, 2021 at 7pm on Zoom. We have approval the City Clerk's office to hold it on Zoom. We have invited the Mayor to attend but he has not accepted yet. Other potential suggested speakers include Mary Rowe, Lisa Hutchinson or Eric Larievère from Destination Markham (Sara has already invited).

We have one open seat on the Board. Sara has sent information out to the members to invite them to the meeting and see if anyone is interested. UPDATE: Two members have indicated an interest – Kash Mahmood from JW Cosmetics and Debbie Smrz from Naturopathic Living.

We have invited the UVA and URA to attend, they will spread the word of the AGM as well.

### **City update : By Councillor Reid MCAlpine**

No parking on the street is now permanent along with traffic calming measures. The speed limit has been reduced to 30km/hr. There was discussion about implementing the lower speed limit all the way south of Hwy 7.

### **ED Update : By Sara Sterling**

**Watford Group Update:** Sara spoke with the Receiver and shared the information with the Board via email.

**Street Redevelopment & Retail Strategy:** There will be a meeting this Friday with essential members of City staff to discuss next steps, and timing. Communications-wise it will be important to get the messaging right during construction and assist our businesses as much as we can to get through it.

Retail Strategy-wise, Reid and Sara have been talking with a lot of different possible consultants. Rob suggested we also connect with Chuck Thibeault from CCT. Destination Markham would likely assist with the cost of this.

**Streetscape:** The holiday chair has been removed. The other lamp post and gazebo lights will stay on until March. The Instagram walls will get new vinyls by mid February. The City's budget



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for flowers has been approved for the Spring and it will be similar to the amount we had in 2019. There will also be additional flowers at the bandstand this year.

**Main Street Spotlights:** Sixteen different businesses are participating in this program. Every Tuesday we will be giving the spotlight to a different business and promoting them via email, website and social media platforms.

**Sponsorships:** There was a request for sponsorship from Bill Dawson for Thursday nights at the Bandstand. He has already partnered with the Markham Arts Council. The Board agreed to wait until Bill approaches with a more detailed ask – we would prefer to sponsor one singular event that can highlight Main Street. The same would go for the Jazz Festival.

**New Items:**

193 Main Street has been leased to Lemonwood Luxury Inc. which will be opening when they complete renovations and lockdown is over. There is another new business JW Cosmetics at 155 Main Street, who are hoping to open once lockdown is over.

Rob suggested stores share and help each other with success stories. The Main Street Spotlights are being shared with all businesses and will hopefully provide inspiration. We could also get testimonials from those who benefitted from Digital Main Street.

**Disclosure of Pecuniary Interest**

There was no disclosure of Pecuniary Interest

Rob Kadlovski left at 11:34 am

Sylvia Morris left at 11:47 am

**Meeting adjourned:** at 11:57 am by Chair Niina Felushko

**Next Meeting:** Wednesday, February 10th ,2021

Time :10am

Location: Zoom

**NOTE UBIA VIRTUAL AGM is Wednesday February 17<sup>th</sup> at 7pm via Zoom**