



**Unionville BIA Board Meeting - March**

**Date: Wednesday March 10th, 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	
Sarah Iles	Yes	
Roger Kanda	Yes	
Tony Lamanna	Yes	
Debbie Smrz	Yes	
Kash Mahmood	Yes	

**Executive Director:** Sara Sterling

Late arrival: Roger Kanda at 10:40a.m.

**Guests:** Sylvia Morris

Jack Valianes (157 Main street)

Niamh Laoghaire (Varley Art Gallery)

**Call to order** by Chair Niina Felushko at 10:01 am.

**Approval of Agenda**

Motion by Sarah Iles

Seconded by Tony Lamanna

All were in favour

**Roundtable Member Introductions**

All Board members introduced themselves briefly

**Approval of January 2021 Meeting Minutes**

Motion by Don Hamilton

Seconded by Tony Lamanna

All were in favour



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

Our levy is prorated and will be approved by Council in the month of May. Deputy Mayor Don Hamilton inquired about when we would be establishing a reserve account. Chair Niina Felushko will reach out to the treasurer at the City of Markham to ask how to manage the reserve. Niina will also be completing the UBIA audit by KPMG which happens every year.

### **Disclosure of Pecuniary Interest**

Chair Niina Felushko asked if the Board would like her to continue with her accounting services for the UBIA. Her fees have already been included in the budget.

### **Approval of accounting services by Chair Niina Felushko**

Motion by Deputy Mayor Don Hamilton  
Seconded by Sarah Iles  
All were in favour

### **Approval of February Financials(Ending Feb 28th,2021)**

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

### **City Update by Councillor Reid McAlpine**

There was a Unionville sub-committee meeting which focussed on redevelopment of Main Street, the Master Plan and the proposed Retail Action Plan. Construction on Main Street should start in Fall of 2022 and the main construction in 2023. Tony Lamanna suggested that we start construction only after the month of September so as not to interrupt the patio season as well as the peak business season – the Councillor and others agreed, but also mentioned that we will need to be somewhat flexible recognizing that key construction times are Spring & Summer. The City and the BIA will work closely with all landlords and tenants to ensure minimal disruption.

Tony Lamanna had a question to Councillor McAlpine regarding the East side back street. Would that be a part of the rejuvenation plan? The Councillor replied that yes it will be fixed up, but we may have an option to say to the City that we would rather the funds be spent on the Main Street upgrade and just do the basics in the back lane.

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

**Red Zone:** We are currently in the Red Control Zone for Covid-19 measures by the Province. Currently restaurants can book reservations for a maximum of 10 persons at a given time. We are hoping the Govt will increase this soon.

**Tshirt program:** We ran a T-shirt programme last Christmas which helped us make \$5 per t-shirt mounting up to a total of \$700. Sara suggested we could add \$300 and bring the donation up to \$1000, Niina supported the idea. All were in favour.

For the future the Deputy Mayor as well as other board members suggested that look at all charity options in Markham, not just the hospital.

**Unionville Market:** We are still waiting for permission from the City if we can organize the market or not. We already have 10 vendors that are interested. We will need a permit from the City for the

HISTORIC MAIN STREET

# UNIONVILLE

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bandstand if we want to have the market there. Tony Lamanna said that there were some areas in downtown Toronto as well as Aurora and NewMarket where they did have vendors last year following the right protocol for Covid-19.

**Patio:** The patio expansions will happen this year too. So far Unionville Arms, Chat Bar, Jakes and Espresso 21 have indicated an interest. Sara and Reid are working with the City on bump-outs for the street.

**Healthy Communities Grant:** The federal government is giving a total of \$31 million of grant money to be allocated to different cities all over Canada who will be applying for it. We can plan to apply for a grant in May. We need to put a good proposal together for that to get approved.

**Instagram Walls:** The new ones will be going up soon, waiting for our Heritage permit.

**Gazebo:** For now we are leaving the lights on at the gazebo. We will decorate it with flowers for the spring and summer.

**Digital Main Street:** DMS touched base with us and said there may be more funds available. We have asked them for \$4000. We will find out in April if we can get those funds to use to promote businesses.

**Spotlights:** Sara has interviewed and written 10 Business Spotlights, and there are 10-12 more to go, we will keep them going until all businesses that wanted to do it get one.

**New Businesses on the street:**

Lemonwood: Opening on Friday March 12th

JW Cosmetics: Opening end of the month we hope – no solid date yet

Colour Inc: New salon opened up in basement of 155 Main

Cigar store: New Cigar store opening soon in old Lavish Spa spot

**Markham Board of Trade Women's Luncheon:** There is an upcoming virtual women's networking luncheon of the Markham Board of Trade is on March 23rd, 2021. Everyone on the street has been offered a free ticket that the BIA will pay for.

**New Items:**

**Councillor Reid MCAlpine** invited Niamh from the Varley Art Gallery to speak. She spoke about the installation of 8 large free standing lanterns on April 28<sup>th</sup>, they will be five feet high and one foot wide.

Deputy Mayor Don Hamilton suggested that we could purchase more Instagram walls and install them in more locations on the street. Sara responded that it was a struggle to get approval for 2, if Don would like to see more he could assist her in getting further permissions.

**Meeting adjourned:** at 11:37 am by Chair Niina Felushko

Motion to adjourn by Deputy Mayor Don Hamilton

Seconded by Shibani Sahney

All in favour

**Next Meeting:**

Wednesday, April 14th, 2021 at 10am on Zoom