



Zoom Meeting

Unionville BIA

Date: Wednesday, September 15th, 2021

BIA BOARD MEMBERS	In Attendance	Regrets
Deputy Mayor Don Hamilton	Yes	
Councillor Reid McAlpine	Yes	
Niina Felushko	X	
Natasha Usher	Yes	
Shibani Sahney	Yes	
Sarah Iles	Yes	
Roger Kanda	X	
Tony Lamanna	Yes	
Debbie Smrz	X	
Kash Mahmood	Yes	
Sylvia Morris	Yes	

Executive Director: Sara Sterling

Guest: Daisy Olivia Ng from Boreal Gateau.

Call to order: By Vice Chair Natasha Usher at 9:07 a.m.

Early departure: Deputy Mayor Don Hamilton at 10 a.m.

Approval of Agenda

Motion by Tony Lamanna.

Seconded by Sylvia Morris.



All were in favour.

Approval of August 2021 Meeting Minutes

Motion to approve by Sara Isles.

Seconded by Natasha Usher.

All were in favour.

Financial Updates for August 2021

Chair Niina Felushko was absent so the updates will be moved to next month.

Disclosure of Pecuniary Interest

There was no Disclosure of Pecuniary Interest.

City Updates by Councillor Reid McAlpine

October 12th, is the date set for deputations for the streetscape. Whether to replace what is there now or to replace it for something better. We are waiting for Reagan to help with that. It is important that the BIA make a deputation. Any deputations will be helpful. Whether they are written deputations or if they are face-to-face on zoom. We could set up a sub-committee or call a BIA meeting a week before. We can send a report to the tenants. There is already a contract designed for engineering. They will replace some of the utilities too. We will be replacing things sooner than required. This needs to be taken into account. Tony has a question for Reid, he is concerned about the expenditure on the street. Is there a report for the UVA? We have kept them in the loop regarding it. Heritage Markham has also approved it. We still need to see the financial report. All the subsurface treatment and engineering reports still need to be done. Tony said to try to get the numbers from Markham Main Street from when they had done their revitalization. We need to make other Councillors aware too. Markham Main Street is a learning experience. A lot of the costing and project management is based on it, though it was a much bigger project. They used asphalt as well as interlocking on the sidewalks. Councillor



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Reid is hesitant to use Markham Main Street as a role model. Tony has a question for the BIA members if it is a done deal for October 12th? Also, is there a date to start the revitalization? 2023 spring to fall is the plan as of now as long as there is nothing unusual or surprising. 6 to 9 months is the estimated time. Deputy Mayor Don Hamilton wanted to know if Markham Main Street was on time? Was it out of budget? Tony said that whoever manages the tender should make sure to tackle the project properly. Tony suggested that they should start the work after Labour Day when business has slowed down. He suggested that we park these items. It is critical to start in September but if we start in spring it will ruin the summer. Councillor Reid has talked about it. It is more likely to start after Thanksgiving, 2023. Even if they go quickly it will go until the whole summer of 2024 and final cleaning will be sometime also in 2024. We will lose the entire summer of 2023. Mayor Don Hamilton said that we are going to keep space on the east side instead of on the west side for parking when revitalization happens.

ED Report: By Sara Sterling

Summer students: The summer students that we hired were very helpful. They helped a lot with the market. Though next time we would prefer to get a more mature person to help, maybe 25 to 30 years old. More as a manager. At this time both Sarah and Nina had to be present for all the set ups to monitor the summer students. We also had drones/video company cameras taking videos of the Street as well as of the market. You can find these on the website. Final day for the market is this coming Sunday. We have held it for four months. The biggest struggle has been the vendors. The person we hired for coordination of the market was lacking in details. A lot of vendors did not show up or they came on days that were not assigned to them. We need to review all this for next year. Financially, we did break even with the market.

Ladies night and Christmas: Ladies night would basically be only a sale event so we are not notifying the city. Eight stores and restaurants will be participating in it.



The Christmas parade is still unknown.

Music on Main: Kash had a concern about the Music on Main. He suggested that there should be more strategic planning for the locations because the music gets too loud sometimes and it interferes in his business and he also suggested if the music could be more of a softer and classical nature as opposed to loud music that interferes with operating his business. Music on Main has been running on Saturday and Sunday afternoons. This has been so far very successful and will carry-on until October. This has cost us roughly around \$10,000. We have worked with Markham Arts Council to hire the musicians. So far all the artists have done work for free so it was nice to pay them for their work.

Bylaws at the bandstand: We did call the city clerk and the bylaws department. One gentleman has been told not to perform as he has no permit that has been issued to him to play music. He has been asked not to come back. He still continues to be an issue. Sara spoke to Rebecca regarding this issue.

Open access events are still not permitted. Any Christmas activity without a fence would not be permitted. Niina, Reid and Sarah said that bylaws have not been active on the street. No one is paying attention to the street. They asked for a list of infractions. We will supply it to them. They are reactive only if someone complains. Chris Bolan was appointed as the new Head of Bylaw Enforcement. Reid is considering putting a motion for this. Usually around 20-30 officers are present but currently there are not many officers. For next season, Sylvia has a band suggestion who plays 80's music. Since MAC is hiring the musicians, Sarah can put them in touch with MAC for next year.

RFP

The RFP subcommittee did meet. There are six responses under progress. Something came up by the government, an initiative for market research to assist local businesses, strict strategy and planning. Main street ambassadors and professional



for the street. The application for this has not yet come out so we should hold off on finalizing the RFP as we could get approved by the government and funding from the government could be possible. We could spend less money and have professional support. We are trying to see that both these things match up. Reid said that on Thursday afternoon he will be meeting with 5 or 6 property owners regarding this.

New Items: Tony asked if there were any updates on Harshal's properties? Sylvia Morris said that they started working on the Bistro. Also at 157, there is a real estate broker on the second floor who will be selling condos of Richmond Hill. Work has also started at the old Eyes of Unionville. The old Chee bakery started work without a permit so now they have to redo the whole building. The church could potentially become a wine bar and a restaurant. Though parking might be an issue over there. Councillor Reid said that they should go through the committee of adjustment. BIA can say that they support it as this would be a good business for the street. Sylvia Morris asked where did the bench go behind the band stand? it is missing. There is a new medical spa too on the street. They had a permit for renovations. They do laser treatments, injections and botox at a higher price point. Natasha said that due to a recent video post of her business she received a lot of engagement. She suggested that we should do video snippets of all businesses. People would love it. It would be worthwhile to do videos of businesses, buildings and the history of Unionville. Sylvia Morris said that there were two issues, fishing and people who have been taking turtles out of the pond. Is it legal? She is not sure. Councillor Reid said we need to put signs up. Fishing is legal but he is not sure about the legality of turtles being removed from there. He will talk to the head of the animal care.

In-Camera meeting: We are pushing the in-camera meeting to next month since Chair Niina Felushko is not present at this meeting.

HISTORIC MAIN STREET



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Meeting adjourned:10:13am

Motion by Sylvia Morris

Seconded by Kash Mahomad

Next Meeting: To be decided.

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