



Unionville BIA Board Meeting

Date: Wednesday December 8, 2021

Via ZOOM

Board Members in Attendance:

Deputy Mayor Don Hamilton, Niina Felushko, Natasha Usher, Shibani Sahney, Tony Lamanna, Sylvia Morris, Sarah Iles, Kash Mahmood, Debbie Smrz

Regrets: Councillor Reid McAlpine

Not in attendance/did not respond: Roger Kanda

Executive Director: Sara Sterling

Call to order: By Chair Niina Felushko at 9:35am

Late arrivals:

Deputy Mayor Don Hamilton at 9:40am

Natasha Usher at 9:45am

Approval of Agenda

Motion by Tony Lamanna

Seconded by Sylvia Morris

All were in favour

Approval of Meeting Minutes October, 2021

Motion to approve by Sarah Iles

Seconded by Kash Mahmood

All were in favour

Approval and update of Financials October, 2021

Motion to approve by Debbie Smrz

Seconded by Sylvia Morris

All were in favour

City update:

Yesterday was the last day of the drilling. The garbage cans have been changed from black to plastic ones because of the snow removal plows.



ED Update by Sara Sterling

Unionville Festival: We will be moving forward with it, barring any further COVID restrictions. Sara has begun planning meetings with a small committee.

My Main Street: We got approved for \$57,500, which covers most of the salary of the Main Street Ambassador – a small business advisor that manages the program and deals with our businesses. There will be three components to the job.

- 1) Research: Who is coming to the street and why and what are they looking for, what might be a good retail mix?
- 2) Training and small business advice, including how to manage through the construction process.
- 3) Grants of \$10,000 will be given to 5 existing and 5 new businesses.

2021 Funding: Sara highlighted all the funds and grants she applied for and got for the UBIA this year. We received:

- \$4,000 from Central Counties Tourism for Market promotion
- \$1,760 from Destination Markham for Market promotion
- \$3,500 from Destination Markham for the new Holiday Frame
- \$1,500 from Digital Main Street
- \$3,900 from Government of Canada for our Summer Student
- \$57,500 from my Main Street for Main Street Ambassador
- \$5,000 from Minto Homes for Holidays on Main sponsorship

Holidays on Main: Activities have started – we have Carollers on the street on Saturday afternoons Dec 4 & 11, and music on Sundays Dec 5 & 12. We hosted Virtual Afternoon with Santa on Dec 5. We have had tons of people coming to take photos and posting on social media. Social media contests have also been very popular.

AGM: We will be having the AGM in February of 2022. We will ask to Mayor to attend and give an update and hopefully more information about the decision on the Streetscape. Natasha suggested that we have a hybrid version this year including in-person and Zoom if we can for the AGM. Date will be set once we hear back from the Mayor.

Other: The Caledonia BIA had all their Christmas lights vandalised last week. The Board executive agreed and we donated \$500 to their Go Fund Me to help them re-light their town. They were incredibly thankful to us.

New Items:

The Church at 150 Main St is still up for sale. Every offer seems to be falling through so far.

HISTORIC MAIN STREET

UNIONVILLE

SETTLED IN 1794

Reid and Niina would like to plan the dates in advance for our board meetings. The dates will be January 12th, February 16th and March 16th. Sara will send out meeting invites for all three.

Tony Lamanna said that we are achieving what we were looking for in terms of streetscap, however he wishes more landlords would step up. Perhaps there could be a program to support businesses with funding to spruce up their outdoor spaces, and/or a contest to encourage everyone. This will be crucial during the upcoming construction.

The discussion about the AGM also brought up the idea to host quarterly networking sessions for the businesses on the street, organized and paid for by the UBIA. The AGM will serve as the Q1 gathering, we will plan one for Q2, Q3 and Q4 and share with the street. We can use various locations and support our restaurants.

Meeting adjourned at 10:48am

Next Meeting: Wednesday January 12th,2021 at 930am