



SETTLED IN 1794

Zoom Meeting

Unionville BIA

Date: Wednesday April 14th, 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	No	
Tony Lamanna	Yes	
Debbie Smrz	Yes	
Kash Mahmood	No	

Executive Director: Sara Sterling

Late arrival: Deputy Mayor Don Hamilton and Councillor Reid McAlpine at 10:35 a.m.

Guests:

Sylvia Morris

Jack Valianes (157 Main street)

Niamh O’Laoghaire (Varley Art Gallery)

Pree Singh (209 Main Street)

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

Approval of Agenda

Motion by Debbie Smrz

Seconded by Natasha Usher

All were in favour

Approval of March 2021 Meeting Minutes

Motion by Sarah Iles

Seconded by Tony Lamanna

All were in favour



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Financial Updates for February, 2020 by Chair Niina Felushko

Deputy Mayor Don Hamilton had inquired about establishing a Reserve fund for which Chair Niina Felushko reached out to the City. They said that it is not transferred but instead it will become a part of our accumulated surplus. We also received a cheque from CCT for \$7200 from a 2020 partnership for marketing program. We received a cheque from DMS as well of \$10,000 which covered our Digital Service Squad member hires. A third round of DMS funding is coming soon. There is another grant that we can apply for called the Helping Community Project grant to approve for public space on the street, but we have been unable to come up with an idea that the City would approve at this point – risk management and Heritage issues.

The new Main Street Unionville Market will be launching at the Stivers Mill May long weekend. UPDATE: Due to the new Stay at Home orders the opening date of the Market will be moved to June 20th.

Niina suggested some sub-committees to meet between meetings to help in brainstorming for grant programs. No one volunteered.

Approval of March Financials (Ending March 31st, 2021)

Motion by Tony Lamanna

Seconded by Debbie Smrz

All were in favour

Disclosure of Pecuniary Interest

There was no disclosure of Pecuniary interest

City Update by Sara Sterling on behalf of Councillor Reid McAlpine

The Crosby washrooms have been closed again due to the stay home order – for sanitation and staffing reasons. Businesses are only doing Curbside pickup right now. The secondary Crosby driveway will remain closed this Summer. Tony Lamanna wants the UBIA to check with Trinity Bellwoods in Downtown Toronto to see if their public washrooms are open during the Stay Home Order. If yes then Don Hamilton and Reid McAlpine could represent the UBIA to support this matter.

ED Report by Sara Sterling

Unionville Market: The current plan for the Unionville Market is to have it at the Stiver Mill instead of the Band Stand. We have the convenience of washrooms over there with running water. The old market was inside and behind but we will try to bring it closer to Main Street. The Market will be held on Sundays from 9am until 1pm. We will be giving free booth space to the businesses on the street if requested. The Market will be promoted on all social media platforms, emails, website, etc. We are looking to hire a Market Coordinator if anyone knows someone, Sara will share the job description. There will be a BIA information booth at the Market to encourage visitors to shop on the street and stay for lunch.

Patios: Unionville Arms will be applying for the expanded patio again this year. In front of 157 Main Street there will be a very small bump-out as well. There will be better “Slow Street” signage this year at Carlton and Fred Varley.

HISTORIC MAIN STREET



UNIONVILLE

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Streetscape: The spring murals are up. We put beautiful flowers on the gazebo. We will be changing the flowers to a different colour in July. The fresh flowers will be put out on the street in the first week of June.

Digital Main Street: More funds are coming from DMS which helped us in getting Shorian back to help the businesses. The government is putting out another round of digital grants for businesses later this Summer.

New businesses: 147A Main Street is sold. Mandle Cheung will be opening "Union Pastry" there hopefully opening by late May/early June. Across from Il Postino, Sweetie Pie will be opening carrying pie, cookies and ice cream. Boreal Gateau will be opening in 205 Main offering ice cream cakes. Presto Tea will be opening at the old Buzz location at 175 Main Street.

Retail Action Plan: The RFP is ready to go - we will put it out after the new owner of the Receivership is determined. Tony Lamanna said that this was a great initiative by ED Sara Sterling. Councillor Reid asked Sara to ensure Destination Markham had seen a draft of it, Sara to send.

Washroom issue: Councillor Reid said that the washrooms have been closed because of the Stay Home Order. The government is encouraging people to be out for mental health reasons but not outside their neighbourhoods. Pree commented that some workers need the washroom as well. Tony Lamanna asked Sara to check with Trinity Bellwoods if their washrooms are operational during the Stay Home Order. Councillor McAlpine would take the information back to the operational staff. He said that we are not encouraging tourism right now so he is doubtful if this would be allowed.

The OBIAA is hosting workshops. All board members interested in attending must reach out to Sara Sterling.

Business Spotlights: We have covered 18 businesses so far and there are still many more to be covered.

Social Media Contest: We held a contest during the Spring and we are doing another one soon. We will be offering \$100 to the person who nominates their favourite Main Street Staffer and \$100 to the Winner.

ByLaws: Councillor McAlpine suggested that we make a sub-committee to make a list to change some of the ByLaws with the City. Sara will be doing a review of ByLaws and Signage requirements so we have specific requests to address.

Meeting adjourned: at 11:22 am by Chair Niina Felushko.
Motion to adjourn by Councillor Reid McAlpine
Seconded by Debbie Smrz
All in favour

Next Meeting: Wednesday May 12th ,2021 at 10am on Zoom