



**Unionville BIA Board Meeting**

**Date: Wednesday November 10, 2021**

**Via ZOOM**

**Board Members in Attendance:**

Don Hamilton, Reid McAlpine, Niina Felushko, Natasha Usher, Shibani Sahney, Tony Lamanna, Sylvia Morris, Roger Kanda, Sarah Iles, Kash Mahmood, Debbie Smrz

**Executive Director:** Sara Sterling

**Guests:** Natasza Tyzler, Kimberly Wake

**Call to order:** By Chair Niina Felushko at 9:32 a.m.

**Approval of Agenda**

Motion by Tony Lamanna

Seconded by Debbie Smrz

All were in favour

**Approval of Meeting Minutes**

Motion to approve by Sylvia Morris

Seconded by Sarah Iles

All were in favour

**Approval of Financials for September 2021**

Motion to approve by Sarah Iles

Seconded by Sylvia Morris

All were in favour

**ED Update by Sara Sterling**

**Remembrance Day:** we are allowed to hold an “unofficial event” for Remembrance Day. Last minute changes with Mayor’s attendance and promotion of the event by others means more people will likely attend – Sara is working on adjusting the ceremony.

**My Main Street:** We will know in 10 days whether we get the grant or not.

**Ladies Night :** was a big success. 20 stores and restaurants offered sales and promotions and we handed out more than 200 tote bags. We received a lot of good feedback from the guests and businesses.

HISTORIC MAIN STREET



UNIONVILLE

SETTLED IN 1794

**Streetscape:** Consultants are working with the City, starting the topographic survey and other pre-construction work. It should all be done by end of November.

**Christmas:** We have hired the Candy Cane Carolers on December 4th and December 11th from 1p.m. to 3 p.m. We will also have Virtual Santa on Facebook Live on December 5<sup>th</sup> at 2pm, and The Giving Tree Youth will be caroling on Friday Dec 10<sup>th</sup> at 7pm. Other contests and promotions are posted on the website.

**Contests:** We have two Social Media contests coming up from mid-November to December.. Our street is getting known for our lights and pictures, we had two articles published recently about us. We will have a couple of influencers coming from CCT.

**City Update by Councillor Reid McAlpine:**

- Natasha Usher had a quick comment to make regarding the City being more open to events sooner rather than later.
- Reid is still waiting for the staff report about the streetscape, it will likely be January.
- Tony asked if we have a good working relationship with the other associations re: deputations for streetscape, Sara and Niina indicated they have been attending UVA and URA Zoom calls and the relationship is strong and positive.

**New Items:**

- Sylvia Morris saw Global news doing coverage of the chair, frame and the gazebo.
- There is a new listing at 209 - Pree's office which is being sub-leased for \$1500 a month. The Church is an exclusive listing. It is not on MLS.
- 124 Main Street sold for \$3,800,000
- Markham Main Street will have their celebration of lights, live, shop local event on Nov 26th.
- Tony had a question about the fence at Jakes blocking the light-up frame. Sara said she would discuss with Ron. The frame cannot be moved closer to the sidewalk as people need space to take photos otherwise they will be standing in the street. The frame was placed at Jakes as there was no other area large enough.
- Tony Lamanna asked that we revisit making Halloween a big event next year.
- Debbie Smrz said that we should capitalize on Halloween - in Port Perry, the pumpkin carving is turned into a fun contest after Halloween. Tony said that Roncesvalles makes a maze for kids to walk through.

**Meeting adjourned** at 10:31 a.m.

**Next Meeting:** Wednesday, December 8<sup>th</sup> 2021 at 9:30am