



Unionville BIA Board Meeting

Date: Wednesday January 12, 2022

Via ZOOM

Board Members in Attendance:

Niina Felushko, Natasha Usher, Shibani Sahney, Sylvia Morris, Sarah Iles, Kash Mahmood, Debbie Smrz

Regrets: Councillor Reid McAlpine, Deputy Mayor Don Hamilton, Tony Lamanna

Not in attendance/did not respond: Roger Kanda

Guests: Rob Kadlovski (left at 10:10am), Kimberly Wake, Natasza Tyzler

Executive Director: Sara Sterling

Call to order: By Chair Niina Felushko at 9:34am

Approval of Agenda

In-camera item was added to the agenda

Motion to approve by Niina Felushko

Seconded by Sylvia Morris

All were in favour

Approval of Meeting Minutes, December 2021

Motion to approve by Sarah Iles

Seconded by Sylvia Morris

All were in favour

Approval and update of Financials, December 2021

As reflected in the balance sheet, we have a significant surplus. We received a sponsorship \$5000 cheque from Minto Communities. Funds for the holiday frame from Destination Markham should also come in shortly.

Motion to approve by Niina Felushko

Seconded by Sylvia Morris

All were in favour



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AGM: The date has been confirmed for Wednesday February 9th, the Mayor will be in attendance. Sara has asked members to submit questions for the Mayor ahead of time if they have any.

2022 Budget: As we have a significant surplus we are considering starting a Business Support Program for the members, reimbursing members for certain purchases like advertising or repairs to their buildings, up to a certain amount.

ED Report

My Main Street: We have been successful in the MMS application and will be getting \$57,500 in funding to pay for an Ambassador/Business Advisor. This person will help with market research, business advice, and assist businesses in applying for \$10,000 grants through the MMS program. We will be posting the job first week of January.

Office space: Our lease is up with Jack in July 2022. We need to make a decision regarding our UBIA office space. Without windows or cell service the office is not a conducive space to working. The McKay Centre is an option and costs only about \$400-\$500 for monthly rent but has space limitations, although we have very few items that need storing any more. If we need a large meeting space for Board meetings we can either meet at a restaurant on the street or use the Varley, Arena, etc.

Weekend Coordinator: If we have events and music this Summer we will hire a Weekend Coordinator to manage those activities.

Wifi: We are currently paying \$6000 a year for the street Wifi which is not only expensive but also unreliable. We should cancel this program.

Niina would like to make a motion to terminate the rental agreement with Jack and rent the McKay Centre instead, cancelling Wifi and hiring of an employee for the summer months. We also want a motion to create the Business Support Program.

Approval of the Business Support Program

Motion to create a Business Support Program of \$30,000 for the members, reimbursing them up to \$1,000 for expenses such as advertising and building repairs. A formal program outline presented to the Board at the next meeting.

Motion by Chair Niina Felushko

Seconded by Shibani Sahney

All were in favour

Approval of Termination of the Lease at 157 Main Street

Motion to terminate the lease of the current UBIA office at 157 Main Street, and sign a lease agreement with the City for an office at the McKay House.



Motion by Chair Niina Felushko
Seconded by Sarah Iles
All were in favour

Approval to cancel the street Wifi

Motion to terminate deal with Besify offering public Wifi on Main Street.
Motion by Chair Niina Felushko
Seconded by Kash Mahmood

Approval to hire a Weekend Coordinator

Motion to hire a Weekend Coordinator to manage music and events on the weekends from June to August, with support of Executive Director and Board.
Motion by Chair Niina Felushko
Seconded by Kash Mahmood
All were in favour

Real Estate update: Sylvia has rented 209 Main St to a retired heart specialist who needed an office. There is a new restaurateur coming into the Chat Bar in the Fall. Therese goes to court on January 15th, Sylvia is working on a restaurant deal if Therese wins there will be new tenants finally in 177 Main Street. **UPDATE:** Therese won her court case and Sylvia is hoping to bring her new tenants in.

New items: Sylvia mentioned Main Street Markham did a Survey of their businesses. Sara will look into doing one here as well. Niina asked everyone if they have items they own in the office to please arrange to get them before July.

Disclosure of Pecuniary Interest

There was No Disclosure of Pecuniary Interest.

In camera

An in-camera discussion was held.

Meeting adjourned at 10:47am

Next Meeting: Wednesday, February 16th 2021 at 930am

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.