



Unionville BIA Board Meeting

Date: Wednesday February 16, 2022

Via ZOOM

Board Members in Attendance:

Deputy Mayor Don Hamilton, Councillor Reid McAlpine, Niina Felushko, Shibani Sahney, Sarah Iles, Kash Mahmood, Kimberly Wake, Debbie Smrz (10:10am), Sylvia Morris (10:20am)

Regrets: Tony Lamanna

Guests: Natasza Tyzler

Executive Director: Sara Sterling

Call to order: By Chair Niina Felushko at 9:31am

Approval of Agenda

Motion to approve by Don Hamilton

Seconded by Reid McAlpine

All were in favour

Approval of Meeting Minutes, January 2021

Niina would like to change wording re: rental agreement to "Terminate the agreement". Sara will make the changes.

Motion to approve by Shibani Sahney

Seconded by Sarah Iles

All were in favour

Approval and update of Financials

We do not have the January Financials from the City. Niina did shared again the 2022 Budget that we showed at the AGM. A few highlights of the budget were the My Main Street Program, Unionville Festival and cancellation of the Street Wifi (reducing the cost from \$6000 to \$500).

Motion to Renew the contract with Insightful Financial

Deputy Mayor Don Hamilton would like to make a motion to renew the contract with Insightful Financial for rendering their Financial Services for an additional 1 year term. Our monthly cost is \$169 which includes services as well as the monthly subscription of QuickBooks.

Motion by Deputy Mayor Don Hamilton

Seconded by Shibani Sahney

All were in favour.

City Updates



Streetscape and Revitalization

On Tues Feb 22nd there will be a Development Services Committee meeting to decide on funds and other details for Streetscape Revitalization. Many stakeholders are preparing deputations and there is a meeting scheduled this evening to discuss details and come to a joint decision on what Option we want to support and push for. Staff is recommending Option #4 with some stone pavers, moving the street slightly and increasing the sidewalk on the east side, new lamp posts, some new street furniture and additional tree cover. Wooden posts will be removed and more lighting, with 23 parking spots on the street.

Election of Executives:

Natasha Usher is off the Board and as such is no longer Vice Chair.

Niina would like to nominate Shibani Sahney as Vice Chair as well as Treasurer.

Motion by Chair Niina Felushko

Seconded by Debbie Smrz

Niina would like to nominate Kimberley Wake as Secretary.

Motion by Chair Niina Felushko

Seconded by Sarah Isles

ED Report by Sara Sterling

AGM: Went very well. Mayor was great and committed in public to supporting a \$10million Streetscape Option, which was one of our goals. We had 25-30 people in attendance. Not many questions from the floor other than guest Mike Gannon.

Festival: Sara will be meeting with City staff and YRP to discuss the road closure and ability to hold the Festival, we are optimistic it will happen. The website has been updated to show we are planning it and a new Festival page on the site is being built. Sara has started approaching Sponsors and working on social media and marketing plan.

Bandstand: City's Recreation Dept wants to hold Zumba and Yoga at the Bandstand this summer, which will be great.

My Main Street: We have hired Michael Butler, a local Business Development executive as our Ambassador/Business Advisor. He will start on Feb 22nd and begin training with the MMS folks on Feb 28th.

Content Creation Program: Our social media team has put forward a proposal for us to offer free content assistance to our members. We are reviewing it and will announce it this Spring.



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UBIA Office space: We have given our landlord formal notice for leaving his basement by July 31st, 2022. We can start moving our UBIA office into the McKay Art Gallery by April 2022. We will still have the office in the basement until the end of July.

Real Estate updates

Sylvia let us know that 141 Main Street is still for sale at \$2.388million and that she is working on a deal for a new restaurant at 177 Main Street. No progress or changes at 147A.

New items:

Varley Art Gallery has approached us for \$500 sponsorship for their annual fundraiser.

Motion to approve these funds

Motion by Debbie Smrz

Seconded by Sylvia Morris

All were in favour

Motion to adjourn: Reid McAlpine

Seconded: Deputy Mayor Don Hamilton

All were in favour

Meeting adjourned at 10:40am

Next Meeting: Wednesday, March 23rd at 930am (one week late due to March Break)