



**Unionville BIA Board Meeting**

**Date: Wednesday March 16, 2022**

**Via ZOOM**

**Board Members in Attendance:**

Deputy Mayor Don Hamilton, Niina Felushko, Shibani Sahney, Debbie Smrz, Kimberly Wake, Kash Mahmood, Sarah Iles, Sylvia Morris

**Regrets:** Tony Lamanna, Reid McAlpine

**Guests:** Natasza Tyzler, Jeff Day

**Executive Director:** Sara Sterling, Michael Butler

**Call to order:** By Chair Niina Felushko at 9:30am

**Approval of Agenda**

Motion to approve by Don Hamilton

Seconded by Debbie Smrz

All were in favour

**Approval of Meeting Minutes, February 2022**

Motion to approve by Debbie Smrz

Seconded by Niina Felushko

All were in favour

**Approval and update of Financials**

We do not have the financials from the City – they will be reviewed at the next meeting.

**City Updates**

Reid did not attend, Don did not have any updates to share at this time.

**ED Report by Sara Sterling**

**Festival:** Planning for the Festival is well underway. We have almost all the booths booked, plenty of volunteers and entertainers booked as well. Sponsorship has been amazing with \$46,500 total. Sara will have a full schedule ready by May to share.

**My Main Street:** Michael gave a quick update on the businesses he's been meeting with and training he's been attending. His market research is coming together well.



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**Commercial Façade:** A reminder to everyone that the City is accepting applications for Commercial Façade Grant until April 1<sup>st</sup>. Sara has shared the info with the street 3 times.

**Member Social:** We will be hosting a “member social” at the Arms on Wed April 13<sup>th</sup> at 5pm. It’s a chance for the businesses to network and connect with each other. We are hoping to have one of these each quarter.

**Office move:** We are working on the lease with the City for McKay House and expect to have the keys for April 1st. Don suggested any remaining items from the old office could be donated to Union Villa.

**Real Estate updates**

Calabria Bakery is hoping to open in May. They are still fixing the structural issues at 177 Main Street, Sylvia has a couple people interested.

**New items:**

Do we want to continue meetings on Zoom or move back to in person? Everyone agreed Zoom is easier to fit the meeting into their days, so we will keep it online and see each other on the street and at our Socials. Sara will send out next 3 month meeting invites and Zoom links.

Sylvia reported a break in at 177 Main Street and asked if cameras on the street is a good idea. It was decided no for various reasons – large cost, who would monitor, etc. Niina did suggest that maybe we offer a subsidy to businesses who want to buy cameras for their own store.

Motion to adjourn: Niina Felushko

Seconded: Sarah Iles

All were in favour

**Meeting adjourned** at 10:18am

**Next Meeting:** Wednesday, April 13<sup>th</sup> at 930am