



Unionville BIA Board Meeting

Date: Wednesday April 13, 2022

Via ZOOM

Board Members in Attendance:

Deputy Mayor Don Hamilton, Niina Felushko, Shibani Sahney, Kash Mahmood, Sylvia Morris, Reid McAlpine, Tony Lamanna

Regrets: Debbie Smrz, Kimberly Wake

Guests: Natasza Tyzler, Rob Kadlovski (10:32am)

Staff: Sara Sterling, Michael Butler

Call to order: By Chair Niina Felushko at 9:37am

Approval of Agenda

Motion to approve by Don Hamilton

Seconded by Shibani Sahney

All were in favour

Approval of Meeting Minutes, February 2022

Motion to approve by Sylvia Morris

Seconded by Reid McAlpine

All were in favour

Approval and update of Financials

Niina reviewed both February and March financials as we did not have them previously to review. She noted that the Digital Main Street GL code is actually for My Main Street costs, meaning Michael's salary. Reid suggested we ensure it is as clear as possible for when it goes to Council next week.

Approval of February Financials

Motion to approve by Reid McAlpine

Seconded by Shibani Sahney

All were in favour

Approval of March Financials

Motion to approve by Sylvia Morris

Seconded by Reid McAlpine

All were in favour



City Updates

Tony asked Reid about the Streetscape Revitalization as he is concerned about the timing of construction. While his concern is noted, we do have to recognize that this is a massive project and it is highly likely that construction will have to happen throughout all seasons of the year. Reid mentioned the City is planning a Communications Plan to manage and that both the City and BIA will do everything possible to ensure we keep our businesses as viable as possible. Sylvia asked if the construction would be done in pieces, but we do not have any of that information yet.

ED Report by Sara Sterling

Festival: Planning for the Festival is well underway. All booths are booked as well as most entertainment. Road closure and YRP is pretty much good to go.

My Main Street: Michael gave a quick update on the businesses he's been meeting with and training he's been attending. He will be helping out with the Festival a bit, and will start to communicate with more businesses this coming month.

Commercial Façade: Five businesses on the street applied for the program. We do not know who qualified.

Member Social: It was decided to cancel the Social as only 11 people RSVP'ed, 8 of them being Board members. There is also some concern about COVID spread right now.

Office move: We have the keys and will be slowly moving in over the next couple of months.

Social Media videos: We are going to produce social media videos for whomever wants one on the street. We have a quote from a great videographer, it will cost us approx. \$450 per business. This money will come out of our budgeted \$30,000 "Business Support Program". We are aiming to do this in May.

FedDev Grant: The Federal Govt has announced \$8 million dollars in funding for tourist areas like ours. We have been encouraged to apply through CCT and will do so shortly. We will likely get \$100,000 to be used towards Market and Events from now until Dec 31, 2022.

Real Estate updates

Sylvia: Therese is now thinking of selling her building at 177 Main St, she has not leased it yet. 141 Main Street sold to a group of doctors. Grand Havana Cigars has left, a new spa is coming in. No update on 147A Main St.



New items:

The City has asked the UBIA for an opinion on Thursday Night at the Bandstand. While the Board in general wants to support the event as it is a great tradition, there are concerns about the logistics of it all with road closures and safety with potential thousands of people. Sara will discuss further with the City as it is really their call. Indications from them is that Bill Dawson is asking the City to manage and pay for all the road closures, which is not fair as it is not a City event. If Bill does do the event the UBIA would support with a sponsorship, but the UBIA does not have the resources to support in any other way.

In Camera: Niina has called an in-camera session. See separate notes.

Motion to adjourn: Niina Felushko

Seconded: Sylvia Morris

All were in favour

Meeting adjourned at 11:07am

Next Meeting: Wednesday, May 18th, 2022