



Unionville BIA Board Meeting
Date: Wednesday May 18, 2022
Via ZOOM

Board Members in Attendance:

Deputy Mayor Don Hamilton, Councillor Reid McAlpine, Niina Felushko, Shibani Sahney, , Kimberly Wake, Judi McIntyre, Michael Butler, Rob, Tony Lamanna

Regrets:

Guests: Natasza Tyzler, Wes Row

Executive Director: Niina Felushko (On Behalf of Sarah Sterling)

Call to order: By Chair Niina Felushko at 9:40am

Approval of Agenda

Motion to approve by Niina 9:40am

Seconded by _____

All were in favour

Approval of Meeting Minutes, April 2022

Sarah is off on Medical Leave - Judi McIntyre has stepped in to assist.

Motion to approve by Niina

Seconded by Tony Lamanna/Reid McAlpine

All were in favour

Approval and update of Financials

Request to table the April Financials as Revenues were not matching and would like to take a closer review. Vendor payments were not showing. Footnotes removed for April.

Approved 2022 financials

New grant for \$100,000 submitted by Sarah before her leave was turned down as we are not eligible. Spoke to CCT who reverted back to partnership program \$8,000 or \$6000 instead of \$100,000. (Some reasons were that we have our own bank account/ non-profit).

We will receive \$6,000 for Unionville festival oppose to the \$40,000 requested. Therefore Just under \$60,000 for Festival. Within Budget.

Grant submissions to Destination Markham have been submitted

Mercedes Benz appriwched to sponsor- A sponsorship deck has been created to assist with summer programming.



Christmas \$20,000 beautification. Quote came in at \$23,000. Spent \$15,000 on odds/ends (visualize it, banners, gazebo, etc).

Destination Markham Business support program - \$0 spent but beginning soon.

Retail Action Strategy - A bit behind - Finalize my Mainstream

Questions:

Deputy Mayor Hamilton Addresses missing out on sizeable amount of Money suggests approaching the city to re-organize ourselves so that we don't run into this again in the future. Councillor Reid McAlpine suggests speaking to our solicitor and also addresses how this may impact member tax levies.

Niina spoke to someone at the city who asked about 'keyshore'

Rob expressed concern about misinformation around the qualification criteria and will put a call through to find out more.

Councillor Reid McAlpine brought up that perhaps speaking to Paul Chang to advocate for us in Ottawa around the rules or to structure things differently in the future.

Open Streets -May 24th

Development Services Agreed to same program in the past and it makes it much simpler.

Jakes Patio Expansion is done.

Chatbar patio has been approved to expand out into street not into courtyard beside it.

City Staff are working out the placement of the Flower Barrels.

Walk of Public Art - Next week - Wednesday 21st of May at 8am.

Today is the Walk for festival with city folks.

It was brought up by Tony Lamanna that there has been Street Racing by Motor Bikes on the street and this should be addressed with YRP. Reid McAlpine will notify Super Intendant Wilson to have patrol alerted.

City Updates

Streetscape and Revitalization

Meetings are Underway, all commissioners were present including Sr. Management therefore its a priority.

Planning, Timing and communication are what they are addressing at this point.

Three meetings are scheduled for next month with UBIA and liaison committee.

Community open house scheduled for June.

Deputy Mayor Don Hamilton remains steadfast in the opinion that one option may be to Close street for a shorter period of time or close one lane at a time, this extends timeline. Both options to be explored thoroughly for the best outcome of the vendors and end results.

Tony Lamanna and Reid discuss "Defined tendering" and the criteria surrounding selecting the best contractors for the job.



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Design, integration of public art & finish selections to be discussed with UBIA and public input. Slides to come.

Its estimated they are at the 30% design phase, then will address further at the 60% design phase and then 100%.

My Main Street: Michael Butler has been active in the My Mainstreet 12 Business Accelerator programs. They have gone through the digital mainsheet and 15 min/walk/research. \My Mainstreet Launch has more to do over the coming months but Michael plans to have a summary for the next meeting. There will also be an upcoming webinar for members - post festival in mid June.

ED Report by Judi McIntyre

Festival: Shaping up terrific. Everything seems to be in place. All road closure communication is complete and the walk today will ensure everything is addressed in advance. Niina opened discussion around the inclusivity for the neighbourhood and how we can make the festival or future events more inclusive. Such as sign language interpreters, etc. The water truck was a challenge and was eliminated from the plans. However for future events it was agreed that Eco-Footprint was important and it should be explored how it can be included more for future events. As an example a "permanent" water bottle filling station was proposed for the street design during revitalization. Mayor cannot be present for the event but will send Jim Jones in his place. Music is booked for Friday and Sunday before festival.

Bandstand: MOU on Bandstand. Tuesday after long weekend through to the fall city provides signage at their expense. Additional Support from Bi-Laws. There will be regular meetings and Holding a permit will be shown. Criteria put in place to avoid busters. MOU Agreements in place. Everything will be underway as of next week.

UBIA Office space: The office is in the process of moving over to the new location. Niina Makes a motion to take over the second room at the Mackai office paying \$600 and add \$400-\$500 which is less than \$1500 that was being paid at the previous office. Price per square foot was something that was agreed to be looked at when negotiating the price. Tony Lamann advocates and approves Niinas motion. Reid McAlpine seconds the motion. He also suggests to Partner with the City as they are looking to take an office on the Main Street level and proposes sharing during construction period.

Shibani Sahney brought forward a motion: 2022 Partnership with Mac for Music on the Street. 13 Week program for \$15,000. Requested funds from Destination Markham. Reid McAlpine seconds the motion and everybody is in favour.



New Items: Judi McIntyre mentions that Historical Tours with George Duncan may come back. 15 businesses on the street will be getting Grants to do videos for their businesses on the street with Maria, Trevor and Jason. There was discussion around the bringing back outdoor movies as an event 3-4 times during the summer. More to report on this for the next meeting. Part of Destination Markham.

Members Social: How to engage other members on the street should be addressed. Reid Mc Alpine suggests Keeping this off the list for now.

Commercial Facade Grant: #208 work is underway for Historical Improvement under the "Heritage Facade Improvement Grant". There are several contains surrounding this. Bi-Law officers have started to walk the street to bring issues to light and ensure they fit heritage criteria. Talks around reimbursement of improvements is required.

Ladies Night in the Fall: The first ladies night was well received and similar timing should be considered for the next one. Late September or Early October.

Halloween: Nothing for Halloween as covid restricted this. Discussion around if a Ghost tour could be a fun idea.

Christmas Parade: It was agreed that keeping it to an Evening parade was the best and set us apart from the rest of the parades. This also allowed for an all day event to promote winter wonderland theme throughout the day and hopefully drive traffic to all businesses. All were in agreement on this. Rob brought up the Christmas light proposal for the street, reaching out to Noma to have them sponsor to light up the street with beautiful lights as an attraction during Christmas.

Real Estate updates:

No update on #147

#141 - Three Doctors purchased it.

Chat bar sold - ownership changed but it will remain the same.

City in process of paving the back half of the parking and reached out to owners to get their portions done swell.

Painting and Paving planned for this summer.

Old Starks is under renovation to remediate but still not much more of an update.

Marc Agnew (209 Mainstreet owner) enters into the Meeting at 11:00am. Mentions he plans to paint his building but it is on the to do list.

HISTORIC MAIN STREET



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Reid McAlpine discusses Paid Parking being a Revenue source and what it might look like for the future. The city is proceeding with Parking proposals for Unionville. Do we have sufficient parking and the beautification of that parking so that it doesn't take away from the West side of the street.

Motion to adjourn: Niina Felushko

Seconded: Tony Lamanna

All were in favour

Meeting adjourned at 11:13am

Next Meeting: Wednesday, June 16th at 9:30am