



**Unionville BIA Board Meeting**

**Date: Wednesday June 15, 2022**

**Via ZOOM**

**Board Members in Attendance:**

Deputy Mayor Don Hamilton, Councillor Reid McAlpine, Niina Felushko, Shibani Sahney, Kash Mahmood, Kimberly Wake, Sarah Iles, Debbie Smrz, Sylvia Morris, Tony Lamanna

**Guests:** Rob Kadlovski, Natasza Tyzler, Theresa & Martin (177 Main Street), Kevin Lee

**Interim Executive Director:** Judi McIntyre

**Call to order:** By Chair Niina Felushko at 9:36am

**1. Approval of Agenda**

Motion to approve by Tony Lamanna

Seconded by Don Hamilton

All were in favour

**2. Approval of Meeting Minutes, May 18, 2022**

Moved by Sarah Iles

Seconded by Sylvia Morris

All were in favour

**3. Financial report** - Niina Sent out May Financials to review. They did correct the revenues received from the vendors. There are still some outstanding sponsorship monies from the festival as a few outstanding vendor payments.

There is a deposit to make from Sales from UBIA booth totaling \$320. We have put in an ask with Destination Markham for Summer Outdoor Movies and Music on the street. We did also put together another letter from the four major festivals asking for additional support towards road closures. My Mainstreet received \$15,000 towards wages for business ambassador to date, due for another round. Due to time constraints a lot of festival expenses are not reflected in the May financials. Some delayed payments unfortunately but it is being worked on to rectify asap.

Motion to approve by Niina Felushko

Seconded by Sylvia Morris & Tony Lamanna

All were in favour



#### 4. City Updates

##### **Streetscape and Revitalization**

A meeting was held last week with hosted by the city and they are still at 30% design and are looking for feedback. We need more people to attend these meetings, including the upcoming meeting on June 23rd public meeting. There has been a request made for an evening meeting in hopes more attend. Main topic of conversation is around the timeline for construction and how to proceed. It is imperative that the owners on the street attend the meetings to have a say as it will have a major impact as to how they proceed. There is also walking tours scheduled to address some concerns with the city and designers. Reid will provide walking tour details.

#### 5. E.D. Report by Judi McIntyre

**Festival:** Terrific, HUGE turnout. Thank you to the City for Helping out. Businesses were happy and feedback was that it brought business to the street so overall an excellent turn out.

**Feedback from Social Talk:** Stats specifically related around the Unionville Festival Marketing, including blog TO. Over 750,000 impressions made across the various platforms. Unpaid platform showed over 150,000 reached. They also provided positive and negative feedback provided surrounding no parade and fireworks - contradicting opinions. Some also wanted a multi-day format for less crowding, also if parking could be better identified in future. In future, My Main Street has analytical data on where people came from, their provider, etc. The next initiative is to replace/enhance signs on the street.

**Bandstand:** MOU Bandstand June 1st to end of September. Signage going up that permits are required. \$50 per permit as admin fee. Bill Dawson will do 4 concerts this summer. Outdoor movies, Zumba and Yoga Classes will also be offered. Events will be posted on website and the bandstand. We are also set to receive new banner that says "Welcome to Unionville".

**History Tours:** George Duncan will be continuing History Tours Sundays at 10am. Andrea from Lemonwood is also training to take over as required.

**Commercial Facade Program:** Facade of blue building painting 'Stanley Ties' building came back to Heritage Markham and it has been agreed that it will be painted the same white as 'Stiver House'. The trim will go back to same blue as before.

**Old Tyme Christmas:** The Parade will take place on Saturday, December 3rd in the evening and events will be held throughout the day. This has received good feedback in the past and will continue to set us apart.

**Business Support Program:** Offers \$10,000 for video. 18 businesses signed up to have promotional videos produced. Introductory discussion, content creation and Digital Marketing Consultation. There is also a grant towards signage where you can be reimbursed up to \$500 in stage 2. \$10,000 per stage for a total of \$30,000. Rules will be outlined in the application.



**Weekend Coordinator:** We have hired Steve Browne as the weekend street coordinator. Some of his duties will include putting up tents, help people unlock the bandstand, hand out flyers etc. He will be working all weekends including stat holidays, except Aug 6th. Kash Mahmood offered to step in to cover that day. Steve will also get training on tourism, programming and bylaws etc. to be effective in answering questions that may arise.

**UBIA Office space:** Officially moved into the new office at the McKay Art Centre. Working on getting rid of the items from 157 office, Christmas lights have been sold and the old boardroom table is up for sale.

#### **6. Real Estate updates**

Sylvia let us know that 145 Main Street is back on the Market at \$4.250million, #158 has reduced its price to \$2.88million, #268 a residential property is offered at \$4.798 & #127 is on the market for the second time offered now at \$3.988.

#### **7. Other business:**

There was discussion around opinions on the performance of YRP at the festival and whether or not it was worth what was paid. Judi verifies compared to past years we got what we paid for and that they were a big help clearing out the crowds at the end of the evening.

Kevin Lee #139 Main Street (The Planning Mill) notified everyone that they will be taking the roof off the building to install a new HVAC - Skeletal structure like Village Grocer to meet requirements.

Executive Director – Judi will be leaving on June 30 and Niina is looking for a possible replacement.

#### **8. Adjournment:**

Motion to adjourn: Niina Felushko

Seconded: Sylvia Morris

All were in favour

There was an in-camera meeting held. Minutes separate.

**Meeting adjourned** at 10:46am

**Next Meeting:** Wednesday, July 20th at 9:30am