



**Unionville BIA Board Meeting**

**Date: Wednesday July 20, 2022**

**Via ZOOM**

**Board Members in Attendance:**

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

**Guests:** Natasza Tyzler, Chris Rickett – City of Markham

**Executive Director:** Victoria Campbell

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

**Approval of Agenda**

Motion to approve by Tony Lamanna

Seconded by Don Hamilton

All were in favour

**Approval of Meeting Minutes, June 2022**

There were errors in the June minutes, they are being revised and will be approved at the next Board meeting.

**Financial Update – Chair Niina Felushko**

We have applied for the 100K FedDev grant for Xmas as well as Celebrate Markham grant for the Festival. We have also applied to Destination Markham for summer music funds, they awarded us \$6,400. Changes in payroll for Victoria Campbell and Steve Brown.

**June 30th Financials**

Motion to approve by Sylvia Morris

Seconded by Reid McAlpine

All were in favour

**ED Report by Victoria Campbell**

**Historic Tours:** George Duncan will be continuing Historical Tours Sundays at 10am. He has had 2 full tours this past two weeks. A lot of interest, successful program.

**Movies on Main:** Supported by Destination Markham. An organization provides all set up and runs smoothly. They will be showing popular family friendly movies to encourage family interaction on the street. Located in Millennium park and will run 4 weeks of August starting on the second Tuesday and will take place every Tuesday evening. Pre- Roll promotions and advertising will be included.

HISTORIC MAIN STREET

# UNIONVILLE

SETTLED IN 1794

**Jazz Festival:** Looking at getting a booth, also seeking volunteers to sell Unionville merchandise.

**Social Talk:** Social media stats - just under 10,000 followers on Facebook, 2,500 on twitter, 7,000 on instagram. Interaction in community and local interest. We have a strong reach with tagged photos for June and 500 shares. There was discussion around expanding into “tik tok” and “We Chat” which is to be explored further. It was established that past contests were quite successful and we will explore doing more of this. Currently our ad spend is low but we will add more to the ad campaigns for September.

**Weekend Co-ordinator:** Steve Brown who is also a local elementary school teacher was hired and now holds the position off Weekend Co-ordinator. As an example, moving some of the storage items, setting up tents for music on the street, delivery of flyers and keeping an eye on the bandstand.

**By Laws:** Officers have been contacted and requested to continue to be contacted should any unwanted buskers or ice cream trucks are on the street. Conversation around ground signs and street parameters was brought up and will continue to be looked into including Heritage signage. A reminder email will be sent out to the business owners around all the rules to be abided by.

**My Main Street:** Niina has been working closely with Chris Rickett. Michael Butler is no longer with us and we are looking to complete the deliverables. Main goal currently is to get the market research reports completed for as many businesses on the street that want them, and get 10 business to apply for the \$10,000 grant. Digital Main Street kicking off as well with a grant that is \$2,500.

**Business Support Program:** In stage three there will be a reimbursement possibility for signs that have been updated for up to \$500. This should kick off in September or October.

## City Updates

### Streetscape and Revitalization

There will be a survey from all the businesses on the street about Revitalization. As well as an in person meeting with the BIA to obtain feedback, concerns and revitalization details. Confirming the timing of 2023 to start was a concern that was expressed and the overall big picture. It is important that there is more involvement for the next meeting we are still at the 30% completion so now is the time to attend if you'd like to have input. Therefore the BIA will use all channels possible to notify people and try to get materials and the word out. Proposed date of August 3rd was presented which will be confirmed.

**Bandstand:** Deputation to council to support Thursday nights at the bandstand and additional request for funds which he was successful in obtaining. Continued with the same sponsorship as in the past of \$3500 and continue to promote on social media channels. Some road closure issues have arose and what a solution might look like going forward including a soft or hard

road closure. A pilot has been put in place for a soft closure on the 14th at the cost of \$500 that was covered by the city. Determination was that we would require a full hard closure for the remaining 3 concerts.



**Real Estate updates**

Sylvia let us know that 145 Main Street is still on the Market at has had a lot of interest, #156 had originally reduced and has now suspended off the Market, #150 Main Street is on the market for lease at \$20,000, #105 Main Street has one room for rent at \$3,500, #190 Main Street leased for \$2500, and one boardroom at #178 for lease for \$790.

**New items:** No new business before adjourning.

Chris Rickett Joined meeting at 11:20am

Bill Dawson joined at 11:27am was invited to speak on the bandstand and offer any input if he wanted with a brief summary from Niina on what was previously discussed in the meeting.

Motion to adjourn at 11:30am: Niina Felushko  
Seconded: Reid Mc Alpine and Tony Lamanna  
All were in favour

**Meeting adjourned** at 11:30am

**Next Meeting:** Wednesday, August 24th at 9:30am