



**Unionville BIA Board Meeting**

**Date: Wednesday September 21, 2022**

**Via ZOOM**

**Board Members in Attendance:**

Councillor Reid McAlpine, Niina Felushko, Shibani Sahney,, Kimberly Wake, Debbie Smrz, Sylvia Morris, Tony Lamanna, Sarah Iles

**Guests:** Anthony Fung & Sonia Chow

**Executive Director:** Sara Sterling

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

**Approval of Agenda**

Motion to approve by Tony Lamanna

Seconded by Sarah Iles

All were in favour

**Approval of Meeting Minutes, June & July 2022**

There was meeting Minutes from June revised as well as July meeting minutes and no meeting in August.

Approval of Meeting Minutes for June

Motion to approve by Niina Felushko

Seconded by Sylvia Morris

All were in favour

Approval of Meeting Minutes for July

Motion to approve by Niina Felushko

Seconded by Shibani Shaney

All were in favour

**Digital Main Street**

Anthony Fung from the Markham Small Business Entrepreneur Centre was tasked to help small businesses in Unionville BIA apply for the Digital Transformation Grants. \$2500 potential grant towards digital related assets including hardware that can be applied for and Anthony helps with onboarding. Overall the results have been strong. Numbers reflect 12 have applied, with meetings scheduled with the remaining businesses totaling 17 potential applications. 46 are eligible.



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Anthony's services do not stop there he also provides free digital marketing services for the businesses in Markham specific to Unionville. The scope of this is still being finalized and a process will be implemented.

Federal Digital Transformation program applications are not in his scope but it is available for businesses to apply themselves.

He's working closely with Chris Rickett - Revitalization Survey to be made aware to businesses. He sent out an email and email blast. We are seeking more responses. Sara will re-send to the street.

### **My Main Street Program**

The local business accelerator program will help people grow their business and maintain healthy mix of retail in the community. Sonia Chow has experience as Ambassador for First Markham Place and First Markham Centre.

Applications can be done for a customized Market research report to collect data and apply for business funding proposal to get \$10,000. Each community can have 10 businesses awarded this funding. Currently 34 businesses eligible, 14 have applied, 4 have been submitted. 4 more going through today.

The business funding cannot be used for the Staff costs or rental costs but it can be used to grow their business. Such as upgrade leasehold, equipment, or Marketing purposes anything to help grow the businesses.

One of the benefits of the program was the data collection and analytics provided. There are multiple types of Market research being done, general and specific to the businesses themselves. The latest survey being launched will be also be translated in both Chinese and English. Destination Markham will also be helping out with this upcoming survey.

With regards to 3 surveys circulating, road closures/ revitalization, shopping habits and potluck we need more responses from the businesses on the street.

### **Approval and update of Financials**

The August financials as well as the audited 2021 financial statements have been sent out. Had been presented earlier in the year at the ATM but KPMG Audits with notes therefore we need approval on this. No adjustments were done.

Motion to approve audited financial statements for 2021 by Niina Felushko  
Seconded by Tony Lamanna  
All were in favour



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Period ending August 31st, please note not all revenues have been booked. \$8,318 sitting in holding account that had been deposited in August, \$7,500 of which was from Unionville Developments (aka the Watford group) cheque received and deposited but not coded properly so still in holding account. Will be rectified and adjusted in the financials today.

On expense side please note the business support program. The first round has been launched and invoice of \$10,000 should come through anytime now. Second round of program - content creation- is a \$500 value for a first 20 business that apply to work with Social Talk to use for their businesses. Third round will be their signage \$500 reimbursement program to the first 20 businesses that apply.

Sara is back and Victoria will continue to work on a part-time basis to help out with events. We finished our lease at Jacks place on July 31st. We had some moving, painting and waste removal costs incurred. We are currently still in a surplus position.

Grant side of things we will be getting into the documents we need to do for the FedDev. We are still expecting income from events over the summer including donations. Once we submit our documents we should get \$100K (\$40,000 of which will be reimbursed to Unionville Festival expenses and \$60,000 to support Old Tyme Christmas weekend with the parade).

One thing to think about is the retail action strategy \$15,000 budgeted to take care of missing items from My Mainstreet Program. Let's brainstorm on how we tackle this and the timelines.

Motion to approve by Niina Felushko  
Seconded by Tony Lamanna  
All were in favour

### **Approval of Fed Dev Documents**

Sara Sterling

Documentation we need to submit to CCT in order to get the \$100K

Step 1: Board Resolution read out in full by Niina Felushko for all members to approve.

Motion to accept the Board Resolution By Niina Felushko  
Seconded by Tony Lamanna  
All were in favour, nobody against or abstaining

Step 2: Board Code of Ethics

This has been shown and emailed out to all board members to review and approve on their own terms to sign and send back within 1 week.

Motion to accept the Board Code of Ethics By Niina Felushko  
Moved to approve by Councilor Reid McAlpine



Seconded by Sylvia Morris  
All were in favour

Tony Lamanna provided his approval to “agree and sign off” during the meeting as he will be away.

#### Step 3: Procurement Policy

This document discusses how we handle documents below \$2500 and above \$2500 and conflict of interests, etc. Mirroring documents we already have in place surrounding financials.

Motion to accept the Procurement Policy By Niina Felushko  
Seconded by Sarah Iles  
All were in favour

#### **City Updates:**

Councilor Reid McAlpine had a meeting yesterday with the Executive leadership team about the Main Street construction. The meeting discussed things that we are out of scope from the original approval. There are some recommendations about what should be added and what should remain out. No final decisions have been made. The marketing relating to the project was a topic and it was brought up to have a Marketing consultant review the final design to assist with future success of the businesses. Chris Rickett will be calling a meeting around this to figure it out.

Communication plan to the businesses will also be implemented but we also need to extend this to the community. Niina suggests that the \$15,000 retail action strategy money is potentially available to look at if this can assist with the future plan.

They have also received an initial application from Watford Group about the condos behind the buildings on the west side. Preliminary application complete and there are drawings available. Retail removed, purely residential, 2 buildings proposed to the city about a month ago. There will be a community information meeting held around this, and a statutory public meeting before the City, but not until new year with the election. Followed up by a series of meetings as approval process goes forward - several opportunities for the public to have input if they would like it.

#### **Celebrate Markham**

Judi presented to Council that leftover funds from the Celebrate Markham fund be carried forward in the program to have event coordinators to provide additional funding next year.

One thing that came up is that Security costs for these events has increased substantially and should be addressed going forwards. It is proposed that Road operations and YRP should be at



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the table in a meeting with all deciding members from festivals to look at it now for 2023. It's strongly encouraged that there is a set of guidelines structured.

### **ED Report by Sara Sterling**

Filming last week location people did pre work but there were some complaints. This is more around road closures in general. It was a beneficial road closure as they did hand out some financial compensation to the businesses.

### **Ladies Night**

Thursday, October 20th 5pm-9pm

Businesses will be providing promotions for the night. Hire some music for the street and Shibani will be co-ordinating a fashion show. Registration on Eventbrite has been opened up.

### **Remembrance Day**

Meeting next Thursday with City YRP and roads department to discuss both Remembrance Day and Christmas.

### **Christmas**

Saturday December 3rd at 5pm- Nigh-time parade. Afternoon closure 2pm-7pm to offer other activities on the street during the day. Kids entertainment, music, etc. Budget \$60,000 to spend from Fed Dev grant. Opening the gate is being looked into and likely won't be an issue.

Direction from the board is required on this; breakfast with Santa. This event has not happened for 2 years. It was decided Sara will reach out to Jakes and Arms first to see if it is something they would even want to participate in or bring back.

Comment on Ice Sculptures and by Tony Lamanna is that there could be a better spend. It's likely this will be avoided and used towards something more permanent like a photo opportunity that lasts all winter to draw people in. All agreed, it has been removed from plans.

Niina suggested a place for skating as a way to attract people to the area during the winter time. Councillor Reid McAlpine thinks this is a great idea and it has been brought up previously. It's worth a conversation to determine how money could be put towards this. Could be a compromise between the UBIA and the City.

### **Streetscape**

The lights are going up tomorrow will plug them in for ladies night. Frame to be put up for Ladies night too.

### **Halloween**

A children's' entertainer for the bandstand will be hired on Sunday October 30<sup>th</sup>.



### **Bandstand**

Meeting with the City to review the MOU tomorrow and how it worked. Some permissions still required for October. Signage still to be updated, lights around bandstand still need to be removed, repainting, roof, electrical outlets proposed to be redone next summer.

Port-a-potties have been an issue surrounding bandstand events. It worked out very well and should be considered for moving forward on something like this in next year's budget.

There was discussion around the BIA presenting to the City the idea of continuing the MOU to 12 months a year going forward.

### **Real Estate updates**

- 127 Main Street sold after about a year at \$3,560,000
- 156 Main Street back on the market selling the business and building
- 182 Main Street will be painted tomorrow - white with blue trim
- 147 A drawings for a new building there - looking good- quite close to a solution
- 141 Main Street - finally undergoing renovation
- Bistro should be ready by the end of October beginning of November
- Calabria - awaiting permits bit of a slow process but proceeding

**New items:** Discussion around in person meeting. It was suggested we have an in person not every month but not on occasion at a local business to show support. In person scheduled for November as many are away in October & December.

No firm deadline for revitalization was brought up by Sarah Iles. Still discussion around happening in 2023/ 2024. Only at 60% design phase. Part of the 60% includes materials, bricks etc. Mobility issues TBD.

Motion to adjourn at 11:30am: Niina Felushko

Seconded: Sarah Iles

All were in favour

**Meeting adjourned** at 11:30am

**Next Meeting:** Wednesday, October 19th at 9:30am