



**Unionville BIA Board Meeting**

**Date: Wednesday October 19, 2022**

**Via ZOOM**

**Board Members in Attendance:**

Niina Felushko, Sara Sterling, Shibani Sahney,, Kimberly Wake, Debbie Smrz, Sylvia Morris, Tony Lamanna, Deputy Mayor Don Hamilton & Kash Mahmood

**Regrets:** Reid McAlpine, Sarah Iles

**Executive Director:** Sara Sterling

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

**Approval of Agenda**

Motion to approve by Sylvia Morris

Seconded by Kash Mahmood

All were in favour

**Approval of Meeting Minutes, September 2022**

Motion to approve by Niina Felushko

Seconded by Sylvia Morris

All were in favour

**Approval and update of Financials**

Old Time Christmas questioned by Deputy Mayor Don Hamilton.

Fed Dev Grant \$100,000

Divided \$60,000 to old time Christmas \$40,000 to Unionville festival. Ideas were brainstormed on how to allocate and spend the money wisely before the end of the year. Including thing that can be used beyond that weekend.

Discussions around how funds from our own money and the Fed Dev money could be moved around in the general account and funds be used from grants allocated for other events etc.

Streetscape will be slightly higher than projected but we have saved in other areas.

We are currently in the process of putting together a proposal to request additional funding for a consultant to help us during the revitalization construction.

Fed Dev helped to keep the financials in a surplus this year.



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Motion to approve audited financial statements for September by Don Hamilton  
Seconded by Sylvia Morris  
All were in favour

### **City Updates:**

Councillor Reid McAlpine was not present to provide an update as elections are in full swing.

Deputy Mayor Don Hamilton speaks to the current election. City feedback and to see what happens.

Niina addresses the meeting with Chris Rickett and Trinella that took place to discuss the post season MOU Agreement and the agreement with the bandstand. Suggestions on improvements were discussed including it being a year round agreement and just wouldn't permit during the off season. Documents are being revised to reflect this change.

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

#### **Ladies Night**

Thursday, October 20th 5pm-9pm

Pre-registration this year resulting in 250 women registering within 4 days for gift bags. Shopping, dining, fashion show by Shibani and music in the street. Participation from the stores is not great, constant struggle trying to get promotions from them, more involvement required next year. Email blasts are sent to all registrants surrounding the event and what's included.

#### **Halloween**

A children's' entertainer for the bandstand has been booked. There will be a balloon and face painter there as well. No expectation that stores hand out candy since covid. Advertised all over social media.

#### **Remembrance Day**

November 11th

Confirmed that Eric Tappenden will be the M.C, will look similar to last year. No Parade- Its a challenge to get veterans that day. Crosby 10:45am - City of Markham event at same time.

#### **Olde Tyme Christmas**

Close the street from 2pm-6pm, parade after 5pm when its dark.

Train coming, entertainers, characters walking around, Road closure plus YRP included so far.

Drone light show considered as an additional spend \$15,000 or we can purchase something that we can continue to use years from now. Park behind the bandstand could be lit up with



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lights - a quote is being done (estimated \$20,000). Focus has been on the bandstand in the past which has been well received. Therefore we like the idea to buy something we can use again.

There were also other ideas brought up about a tree lighting ceremony, string lights on lamp posts, lighting for the stores or street, storage fees, a skating rink or a Christmas social and invite business owners. Numbers and concepts will continue to be explored.

### **My Mainstreet Program**

Have hit the 10 businesses at \$10,000 threshold. Sonia Chow has met with everyone who requested a meeting. Was a first come first serve basis so businesses that applied first and got approved are going to get the funds. There were a lot of rules surrounding it. There should be more in the future. There are other items that the program will be assisting on, they are still to be determined.

Something we can consider with surplus funds is to support other businesses on the street with legitimate asks. Or create another type of business support program down the road, especially during the revitalization.

We currently have \$15,000 for a consultant budget. If we could acquire additional funds \$30,000 - \$40,000 in our ask to hire a consultant specialized being able to help during a period of construction and match it with our \$15,000 we have a larger budget to have a professional consultant work with the businesses during the period of construction. We will continue to put the ask together and see where we can take it.

### **Revitalization**

Survey went out to businesses for when construction should start for the revitalization. 30 people replied, 10 said start in 2023, 17 start in 2024. Almost double want the city to wait. One put 2025, One put 2028. 61% said quick construction, 39% said take your time. What is most important to you in the period construction was asked and responses were vehicular access, then utility disruption, water supply, parking, pedestrian access were the top answers.

What kind of business support would you like to see? Neighbourhood marketing, Neighbourhood signage were big responses. City has committed to a communications plan via the city to the street, however as a street we are looking more towards the Marketing of it for the street. Community events will be impacted but will continue to be a request, and other business support - digital mainstreet data, etc. and Funding grants.

Deputy Don Hamilton notes that the danger with waiting is that costs continue to go up. The city currently spends a ton of money with up keep. Therefore, you continue to incur costs as well.



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There is a number of items beyond the scope of work that was pointed out during the street walk such as the lamp posts being higher. Items that we organized as high priority, mostly cosmetic. These also need to be factored into the overall plan. Including all the underground work that needs to be addressed.

Regarding the new proposed Watford Group condo project to come, it would be ideal to have these simultaneously with the revitalization to work together. Utilities should be addressed for this to avoid less disruption to the street.

#### **New items**

A couple new businesses opened up on the street; PM Pilates and Yani Gourmet. Calabria and The Pig & Chick to open soon.

#### **Real Estate updates**

Sylvia let us know that Teresa is trying to sell for \$5Million. Rental on the Church at \$20,000 expired. 147A - Tear down & new build. 141 - There is a fence around - a request to look into this should be addressed with Councillor Reid McAlpine.

Next Meeting will be in person Location to be determined. Potentially The Arms or Old Country Inn.

Deputy Mayor Don Hamilton Closes with a warm Thank You to the Board for Working together and Councillor Mc Alpine for his leadership as we approach the election as we look forward to what the future holds. This board has the streets best interest in mind and he appreciates everyones best efforts.

Motion to adjourn at 10:30am: Deputy Mayor Don Hamilton  
Seconded: Sylvia Morris  
All were in favour

**Meeting adjourned** at 10:30am

**Next Meeting:** Wednesday, November 16th at 9:30am