



## MEETING MINUTES

### Annual General Meeting: Unionville BIA

Date: Wednesday, March 8<sup>th</sup>, 2023 at 7pm  
at Old Country Inn

#### **Attendees:**

**Board:** Chair Niina Felushko, Vice Chair & Treasurer Shibani Sahney, Secretary Kimberly Wake, Deputy Mayor Michael Chan, Councillor Reid McAlpine, Kash Mahmood, Sylvia Morris, Tony Lamanna

**Members:** Cesario Ginjo, Juyoun Hong, Sandy Jiang, Susanna Huang, William Ho, Yan Liu

**Regrets:** Mayor Frank Scarpitti, Chris Rickett, Nehal Azmy, Councillor Karen Rea, Debbie Smrz, Sarah Iles

#### **Guests:**

Alain Cachola, Chris Collucci, Dan Felushko, Don Hamilton, George Iliopoulos, Isabelle, Jim Jones, Joe Li, Joska Zerczi, Judi McIntyre, Linda Briggs, Paul Dean, Ray Smylie, Rod Kadlovski, Selina Zeng, Wes Rowe

**Staff and volunteer:** Sonia Chow, Executive Director; Juliana Sin, Unionville Festival Coordinator; Kenneth Chin, Summer Event Coordinator; Anna Lee, Event volunteer

1. **Call to order:** By Chair Niina Felushko at 7:24pm.

#### 2. **Chair's Welcome**

Chair Niina Felushko welcomed Deputy Mayor Michael Chan, Councillor McAlpine, UBIA Board and members, and guests, to the 2023 UBIA Annual General Meeting. The meeting will be to review our past year and look ahead to 2023.

A moment was taken to recognize the Directors of the UBIA Board, a few of the Directors that have recently stepped down, thanking them for their many years of service and dedication to Main Street Unionville.

#### 3. **Approval of agenda**

The agenda was shown on the screen to members and guests. Then a motion was made to approve the agenda.

Motion by: Tony Lamanna



Seconded by: Sylvia Morris  
All were in favour

#### **4. Approval of 2022 AGM Minutes**

The finalized 2022 AGM Minutes will be sent out by email.

#### **5. 2022 Financials**

Chair Niina Felushko presented the 2022 financials. We are fortunate again in a surplus situation that we had grants and funding from City of Markham, Destination Markham Corporation, Provincial Government as well as Federal Government.

Motion to accept 2022: Tony Lamanna  
Seconded by: Shibani Sahney  
All were in favour

#### **6. Proposed Annual Budget**

Chair Niina Felushko presented the 2023 Budget. She highlighted apart from the accumulated surplus, member tax levy, grants from City and Destination Markham, Central Counties Tourism and several Corporate Sponsors of the Unionville Festival. The board also projected financial surplus includes \$35,000, in which the intent is to create a reserve fund for future initiatives and streetscape management in 2024. The levy will remain unchanged from prior year and there is no projected surplus.

The UBIA is hoping to be able to spend more funds on events this year, including a 2-day Unionville Festival Event on June 3 & 4, as well as a new website development, porta potties all summer, a push on a new Business Support Program that will help our businesses with various projects. There will be a festival planning committee composed of members from the street and they are hopeful more participants will join the committee. This is UBIA's second year to organize the event and they require resources and volunteers to participate. Sonia Chow will send out invitations for the 3rd planning committee meeting - March 16.

Motion to accept 2022: Tony Lamanna  
Seconded by: Sylvia Morris  
All were in favour

#### **7. Chair's Remarks: Year in Review**

**(Chair Niina Felushko)** Main Street Unionville had a Fantastic Year!

The street hosted traditional events such as Movies on Main, Jazz Festival, Thursday



Night at the Bandstand, Old Tyme Christmas and the Unionville Festival. The feedback from the social channels and surveys have shown that the street has the diversity and charm that everyone admires and keeps people coming back to visit, dine and shop.

To have more of an open door and connect with members, UBIA moved offices to the McKay house. UBIA have been communicating with the City of Markham and staff during the design stage of our revitalization, requesting feedback and sharing with members.

UBIA was successful in obtaining funding in 2022 that ensured the ability to attract new visitors to the street, run events and improve streetscape. Through the My Main Street Program and the help of our Ambassador, 10 of the businesses were able to receive \$10,000 of funding for a total of \$100,000. Digital Main Street was also able to assist in providing \$2,500 in funding to 18 of our businesses.

To further help the business, the UBIA created a Business Support Program, providing usable content in professional finished format.

It is believed that 2023 will be a fantastic year for Main Street Unionville, it's a great team that will continue to provide business support, events and working to keep Unionville the #1 Destination to visit in the City of Markham.

## **8. Executive Director Report**

**(Executive Director Sonia Chow)** Presented the overall plan for 2023.

The UBIA will continue to seek any possible funding from various sources to support marketing activities and events. Also the business support program will be activated with the small businesses on the Street. Communication with the City and consulting firm will continue regarding the street revitalization.

### **Revitalization**

Communication with the City engineer on the progress continues, outlining that we will have a New sidewalk, boulevard and road surfaces, as well as streetscape improvements on Main Street between rail track and north side of Carlton Road. Underground infrastructure improvements to water mains and storm sewers, new road surfaces and parking arrangement on The East Lane, new streetlight system from Highway 7 to Carlton Road on The East Lane. Right now, City engineer and CIMA presented a 30% design phase on June 9 & August 3, 2022 and CIMA - undertaking 60% design submission and the next meeting will take place in May



tentatively. There will be an invitation for all to attend another meeting to show the scope and project status with the street from CIMA and the city.

Alain Cachola from City (Senior Manager of infrastructure and capital works) was present and opened up questions from the floor if anyone wanted to understand more about the project.

Board members, City Staff and guests shared different opinions on the revitalization plan as well as timeline, also discussed the pros and cons of different recommendations and looked for minimum disruptions. The City allocated \$11.7m for the revitalization, out of \$650m City Budget for 2023. Alain took all comments and will arrange a meeting with the UBIA and invite everyone to participate in the public meeting.

### **Online Survey**

Sonia provided a quick sharing about an online survey for residents and visitors that the objectives for the survey are to understand the general public experience on our Unionville Festival and events, look for opinions and recommendations of what kind of activities would give the best experience for residents and visitors in the area, identify and better serve our marketing strategy

Since commencing the survey from Feb 28 until Mar 9 and up to today there has been over 250 respondents and 77% are residents or work in Markham, and 17% are visitors.

Main Street Unionville was found to be one of the most popular streets that 69% of the respondents that visit the street at least once per month. Regarding the event preference, Unionville Festival, Olde Tyme Christmas as well as summer music on the street are the top 3 events that people love most, followed by Thursday night at Bandstand and Markham Jazz Festival.

Questions were asked in the survey about their activity preferences in particular to Unionville Festival that people love dining and shopping on the main street, followed by vendor booths, farmers' market, food trucks and dance & music performance.

Focus was spent on important data around the potential spending. Over 50% respondents usually spend \$20-\$49 on festivals and summer events and 23% even spend \$50-99, which came up to an estimation of \$1.2-\$1.7m potential revenue for our 2-day Unionville Festival. The consensus is people are always looking forward to dine and shop on the main street, which has the potential to drive attention to our local businesses. It is highly recommended for all the businesses on the Main street to participate in this Unionville Festival as it may be beneficial to



them.( Disclosure of Pecuniary Interest.). Some options to consider might be; operating in longer hours, creating more products and food and special promotions for those 2 days. The survey also asked non-compulsory questions about the comments for MSU and it's shown on the screen.

Overall, the survey served as a very good exercise to hear how the community shares their voice abt Main Street Unionville, and will continue to be distributed once per year to help in evaluating strategies.

### **Website Development**

The website for Main Street Unionville serves as a branding identity. From many recent studies and data analysis, people from all ages and backgrounds are increasingly spending more time online, social media and mobile. There is an immediate need for the UBIA to have a new website, not only to facilitate the visitors but also as a more updated resource for the small businesses.

A prototype and design was shared and will be discussed with the new board in the next meeting.

### **9. Deputy Mayor Presentation and Q&A**

Chair Niina Felushko provided an honoured welcome to Deputy Mayor Michael Chan who was present, introduced himself and gave a warm welcome speech announcing he will become one of appointed board members from the City, together with Councillor Reid McAlpine.

The Deputy Mayor was thanked by all for his attendance and speech.

### **10. Presentation of new board of members**

#### **Election of Directors**

The Unionville BIA Board is composed of 7 to 11 Board members, including two from City Council. At this time there are 10 Board members. Some board members leaving the street and no longer in the UBIA district.

Therefore, opening seats for the additional Board members should there be interest among members to join. A member is defined as someone who owns property or a business on Main Street Unionville.

We have received some notice of interests from the following parties:



- 1) Cesario Ginjo, Owner of Sweetie Pie located at 190 Main Street.
- 2) Yan Liu, Owner of 158 Stage located at 158 Main Street.
- 3) Juyoun Hong, a new business owner from Pig & Chick located at 190 Main Street.
- 4) Liam Odette, General Manager from Ambiyen Restaurant located at 149 Main Street.  
Liam expressed his regrets as he is in UK.

All of them have submitted their intention and a biography to the Board and the Board supports their nominations.

The floor was opened and asked if there were any other nominations. No, there were not. (This was asked 3 times for clarity)

Kimberly Wake would like to remain position on the board. Former Deputy Mayor Don Hamilton suggested that Niina Felushko and Kimberly Wake should stay with the board as non-executive roles and asked if the Deputy Mayor and the City Councillor will support and all agreed to let them stay. We are asked to submit the AGM minutes to make a fast track for this arrangement. Motion to approve the slate of directors for 2023 was asked by Niina. Second the motion to accept Kimberly and Niina on the board.

Motion to approve by: Councillor Reid McAlpine

Seconded by: Sylvia Morris

All were in favour

### **Disclosure of Pecuniary Interest**

There was No Disclosure of Pecuniary Interest.

### **11. Next meeting**

The next meeting of the Unionville BIA Board will be Wednesday March 29th at 0930 am and we will plan for an in-person meeting where we will have executive roles' election. Invites will be sent separately.

### **12. Adjournment**

A motion to adjourn was made at 8:40pm

Motion by: Shibani Sahney

Seconded by: Sylvia Morris

All were in favour