



MEETING MINUTES

Monthly Meeting: Unionville BIA

Date: Wednesday, March 29th, 2023 at 9:30am
at Unionville Arms

Attendees:

Board: Chair Liam O'dette, Vice Chair Sylvia Morris, Treasurer Shibani Sahney, Secretary Kimberly Wake, Tony Lamanna, Cesario Ginjo, Juyoun Hong, Yan Liu, Niina Felushko,, Deputy Mayor Michael Chan, Councillor Reid McAlpine

Members: Alan Mizrachi, Tom Vasilovsky, Sandy Jiang

Regrets: N/A

Guests: Debbie Smrz, Francesca Dauphinais from Varley-McKay Art Foundation of Markham and Rachel Fell D'Oliveira from Varley Art Gallery, Richard Kim

Called to order: Tony Lamanna helped facilitate the meeting with Executive Director Sonia Chow to start the meeting at 9:35am.

1. Approval of agenda

Then a motion was made to approve the agenda.

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

2. Elections of available positions (Chair, Vice Chair & Secretary)

The new board of directors was confirmed as well as confirming Niina Felushko and Kimberly Wake to stay at the annual general meeting on March 8. There was an election for the open positions. Each position was open for nominations by others present or self nomination.

Chair Position - Tony Lamanna nominated Liam Odette (General Manager from Ambiyen Restaurant located at 149 Main Street). Liam accepted the nomination.

Motioned by: Tony Lamanna
Seconded by: Shibani Sahney
All were in favour.



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Vice Chair Position - Sylvia Morris (Real Estate Broker with The Sylvia Morris Team, Brokerage) was nominated by Shibani Sahney. Sylvia Accepted the Nomination.

Motioned by: Shibani Sahney

Seconded by: Kimberly Wake

All were in favour.

There was a motion to have Kimberly Wake as Secretary serve in an executive position.

Motioned by: Councillor Reid McAlpine

Seconded by: Sylvia Morris

All were in favour.

There was interest shown from another member of the Street representative Alan Mizarchi to have a seat on the board. The board felt that this member represents multiple properties on the street including the Watford Group and should have a representative. Therefore, a motion to amend the by-law to increase our maximum board members from 11 to 12 and include Alan Mizarchi to join the board of director

Motioned by: Councillor Reid McAlpine

Seconded by: Sylvia Morris

All were in favour.

3. Approval of January 2023 and Notes from February 2023

There was no quorum in February, therefore, a motion was made to approve the meeting minutes and notes.

Motion by: Liam Odette

Seconded by: Councillor Reid McAlpine

All were in favour.

4. Approval of 2023 Annual General Meeting Minutes

Then a motion was made to approve the AGM Minutes for 2023.

Motion by: Tony Lamanna

Seconded by: Sylvia Morris

All were in favour.



5. Approval of 2022 Annual General Meeting Minutes

Then a motion was made to approve the AGM Minutes for 2022 as the motion was not made at the AGM.

Motion by: Tony Lamanna
Seconded by: Sylvia Morris
All were in favour.

6. Finance Update (2022 Financials/2023 Budget)

The 2022 Financials were shown and reviewed at the AGM. Executive Director Sonia Chow mentioned that the City is still in process of finalizing 2022 UBIA financials with the external auditor KPMG. Sonia will submit the approved AGM minutes together with the 2023 budget to the City while we can use 2023 budget numbers for populating 2023 UBIA financials for now.

Celebrate Markham provided grant approval for Unionville Festival and Olde Tyme Christmas in the amount of \$10,000 each. Chris Rickett confirmed a top up grant for Unionville Festival in the amount of \$10,000 from Celebrate Markham and another \$10,000 from Destination Markham to advertise to attract people from outside of the area to attend these events and draw more people to the street. She is expected to have a revenue of \$40,000 on booth vendors, at least \$40,000 on partnership sponsorship and therefore \$110,000 to \$120,000 in total for Unionville Festival, which the total expenses can be covered within this budget.

Reid suggested reviewing the cost of Road Closure and related expenses carefully every time whenever there is a need to have road closure as these costs are increasing too much since the pandemic.

There was a motion by Shibani Sahney to have Niina Felushko continue to do the Financials through her Financial Services for the UBIA.

Motion by: Councillor Reid McAlpine
Seconded by: Sylvia Morris
All were in favour.

There was discussion as to who the current signing officers were and there was a motion to have Sonia Chow be given signing authority for signing invoices under \$2000. Liam O'dette will be assigned to sign cheques and replace Niina Felushko. New Chair, Vice Chair and current Treasurer will stay as the signing officer.

Motioned by: Councillor Reid McAlpine
Seconded by: Sylvia Morris
All were in favour.



7. City Update and Revitalization

60% design phase is currently done and CIMA Engineering is in the process of reviewing now. The next phase should also include a 90% design for the East Lane. There will be an invitation for all to attend another meeting to show the scope and project status with the street in the next month or so. There will be opportunities for input at that meeting. Sonia mentioned that the Engineers were seeking to meet with the board. Now that the elections have happened a meeting date can be set.

Currently, the Barn behind #158 Main Street is under discussion with regards to moving it. The city is exploring the possibility of it and if it can be moved with a tenant signed. New location would be beside the Stiver Mill.

Heritage Markham has approved #147A to be Demolished and a new building to be rebuilt similar to the Heritage look of the existing. This will go to the committee of adjustments to change the zoning to seek approval to be zoned for food service.

8. Executive Director Report

Sonia Chow presented the overall plan for 2023.

The UBIA will invite the Mayor and city officials to join the opening ceremony for the Unionville Festival for the year.

There will be Easter activities on Main Street including face painting by the McKay Centre on April 8 and the Festival Coordinator, Juliana Sin will join to reach out to individual businesses in participating in the Festival and the marketing campaign.

Councillor Reid McAlpine makes mention of a public art installation that will be included as part of the revitalization. The plan is to have 8 Public Art pieces commissioned by artists. There will be a committee and potential competition for an installation. Public will be consulted beforehand as well.

Pecuniary Interest

There was no disclosure of Pecuniary Interest



Website Development

There has been a meeting with Sonia Chow and Cesario Ginjo and it has been evaluated that there are areas of the budget that could tighten up from the original \$30,000 estimated. Sonia will communicate with the vendors to have further quotes and try to confirm as soon as possible in order to kick off the project.

There was a suggestion to appoint a Digital Officer within the board to help strategize with online and digital strategies. There was a vote to have Cesario Ginjo assume this position. He has accepted.

Motioned by: Sylvia Morris

Seconded by: Shibani Sahney

All were in favour.

TD Jazz Festival

The Jazz Festival will be taking place on August 18-20 by Christie Day. The UBIA will need to determine an amount to provide for funding. There has been an ask of \$6000. The amount from last year will be revisited as it is believed the amount donated was \$3500- \$4000. Sonia will invite Christie to present to the board at the next meeting.

Lunar New Year

There was a suggestion brought forward by Rachel from the Varley Art Gallery that another Festival idea could be around Lunar New Year. It would be nice to extend art lanterns into the bandstand around January/ February/ March. These lanterns start at Nathan Phillips Square and are located around the city to attract people to those areas.

Other suggestions for potential activities for the street were Historic Day or Month or another Parade as they bring thousands of people to the streets.

These ideas will be placed on as an agenda item to be discussed.

9. Real Estate Update

#156 Main Street Spa is back on the Market at \$2.980

#145 Main Street has been relisted for \$3.988

JW Cosmetics is still for sale at \$300,000 and has been on the market for 45 days

#158 Main Street there is a new lease available

#155 has been leased for office use

#178 has new people in the building and a Psychologist on the third floor

#177 is moving to the starks building and their old location will become available for rent



#Tattoo shop will be moving into Theresa's building May 30th.

Sylvia sat in on a city meeting with Chris Rickett and made mention of what is happening within Unionville. There was discussion about how realtors can guide tenants to what zoning is allowable for leases and ownership. As an example; Retail, Shops, Restaurants, etc.

Councillor Reid McAlpine mentioned that the zoning does limit what businesses can come to the street. As an example, there is no gambling, this would be against the by-law. The City will not get involved with the management of the real estate tenants like a mall. Therefore, there should be a goal to have a sub-committee within the UBIA that could have a hand in future planning and discussions with landlords and realtors. If 30-50% of the street co-operates then the rest of the street should follow suit. This will be coordinated by the UBIA.

10. Next meeting

The next meeting of the Unionville BIA Board will be Wednesday April 26h at 9:30 am - 11 am in person at Ambiyen Restaurant located at 149 Main Street.

11. Any Other Business

There was discussion around food trucks and their contribution to the festivals. They should not be competing with the businesses on the street, but do provide a source of income for events as they pay \$1,000 to participate.

The idea was brought up that they could include small ticket items around \$8.00 or less like other festivals in Toronto. This promotes easy purchases, provides food for large volumes and does not impact the restaurants who provide larger sit down meals.

The UBIA is looking at a "Festival Package" concept for Vendors who will be involved.

12. Adjournment

A motion to adjourn was made at 11:30am

Motion by: Liam Odette

Seconded by: Sylvia Morris

All were in favour