



**Unionville BIA Board Meeting - Minutes**

**Date: Wednesday May 24th, 2023**

**In Person - Varley Art Gallery**

**Board Members in Attendance:**

Liam O'Dette, Sylvia Morris, Shibani Sahney, Kimberly Wake, Tony Lamanna, Alan Mizrachi, Liu Yan, Councillor Reid McAlpine and Deputy Mayor Michael Chan

**Guests:** Bill Dawson, Vanessa Garland from Stabby's Tattoo, Rachel D'Oliveira Fell, Francesca Dauphinais from Varley Art Gallery

**Regrets:** Cesario Ginjo, Juyoun Hong

**Executive Director:** Sonia Chow

**Call to order:** By Chair Liam O'Dette at 9:30am

**Approval of Agenda**

Motion to approve by Tony Lamanna

Seconded by Sylvia Morris

All were in favour

**Approval of Meeting Minutes, March 2023**

Motion to approve by Tony Lamanna

Seconded by Sylvia Morris

All were in favour

**Approval and update of Financials**

The financials for the period ending March 31st, 2023 were reviewed. This included the AGM/ Balance Sheet/ Tax Levy/ Operating Statement and Year-to-Date.

Motion to approve by Tony Lamanna

Seconded by Sylvia Morris

All were in favour

The financials for the period ending April 2023 were reviewed. Financials for the month of May will be expensive due to the Unionville Festival coming up (+/- \$67,000 currently).

Motion to approve by Tony Lamanna

Seconded by Sylvia Morris



All were in favour

**Presentation of Thursday Night at the Bandstand:**

Bill Dawson gave a presentation on the possible comeback of Thursday Night at the Bandstand which includes crowd control, possible City funding with a commitment of \$20,000. Bill is seeking co-operative partnership with the UBIA to commit to keeping the concert series going. Suggesting he handles the show logistics and costs, then UBIA handles the Road closure logistics and costs.

Tony commented on Bill Dawson's efforts in the community and believes keeping the concert series going is great from a Marketing perspective. This should also help bring business to the street.

Councillor Reid McAlpine commented that Celebrate Markham is under review as it may currently be under funded being last reviewed 10 years ago. Was \$1.00 per resident previously and well due for review but the final outcome is unpredictable.

Niina Felushko believes the community loves it. In fact last year Judi McIntyre and herself attempted to get additional funding due to the expense of the road closures and to explore with the city how we can collaborate on this.

YRP costs in regard to road closures, city barricades, security guards and police were discussed. Some other questions including manpower and resources were discussed and clarified. Not sure if the Executive Director will have the capacity to deal with this within short notice while the City won't be able to support manpower for the event.

BIA will work as a joint venture. Liam and Sylvia to support it.

Tony suggested bringing a motion for help should Sonia need help can we hire someone like Judy McIntyre, etc. This is rejuvenation for the City Of Markham, not just Unionville to draw community to the area. It should be supported by the city.

Deputy Mayor Michael Chan agreed that music always attracts people to a venue. He agreed that uniforms may be important to have as a present assuming the cost is not disastrous, and that it should be considered because of the volume in crowds and things like cannabis legalization. Crowds and businesses are the most important cost of 45,000 for six performances, he may not be able to help with sponsorship. He will talk to the city. Therefore, he is encouraging us to continue it, and may expand in the future.

Motion to approve the partnership with Bill Dawson in support of this event by Tony Lamanna  
Seconded by Liam O'Dette



All were in favour

Proposal of spend for \$20,000 in support of the event is \$17,500 immediately sent to to Bill to pay the bands, etc with the requirement to present receipts.  
Sponsorships from Bill to be shown.

Motion to approve \$20,000 in support of Chris Rickett by Sylvia Morris  
Seconded by Shibani Sahney  
All were in favour

Dates for the Thursday Night at the Bandstand will be as follows:

August 3/ 10/ 24/31, Sept 7/14

Goal to have this partnership to continue from this year onward into future years.

\*\* This will need to be co-ordinated in conjunction with the construction work starting in the East Lane.

**Motion to approve the budget of Music on Main during summer weekends from June to September:**

Merchants enjoy this because it moves people through the street.

Motion to approve by Shibani Sahney  
Seconded by Sylvia Morris  
All were in favour

**Marketing Support:**

Discussion of the marketing support for revitalization and recruitment of subcommittee.  
City to provide \$30,000 approved budget by Chris Rickett. Of which, \$15,000 is for marketing support for their proposals. May need a subcommittee regarding marketing communications.

Will continue the discussion into next meeting.

**Updates on reinforcement of by-laws of Property Standards:**

There is currently City managing the by-law reinforcement and talked to the businesses individually. BIA sent out emails to remind businesses to revisit their signs and should comply with the property standard requirements.

**City & Streetscape Updates:**

Councillor Reid McAlpine advised there's currently nothing new to report other than the fact the flowers and hangers will be installed prior to the festival. Barrels will come just after the festival.



Deputy Mayor Michael Chan suggested a flower festival in the future as another event idea to draw more people.

Counsellor Reid McAlpine suggested that maybe in 2024 we can lobby to get more flowers on the bridge and back with contribution from the BIA.

**ED Report:** Sonia Chow

Briefly showed budget \$123,000 in revenue for Unionville Festival. \$75,000 currently spent on venue, marketing and performers, etc.

May spend \$80,000-\$85,000 with \$40,000 surplus to be spread over future events.

Music on Main - June 11th until September 24th

Movie Nights during summer from July to Aug - Tuesdays

**Website:**

New website launched today with a new domain [unionville.ca](http://unionville.ca)

The new websites included upgrades like pop up notices, navigation to features and a new business directory. (An email will go out to all businesses to ensure their info is updated).

**Real Estate:** Sylvia Morris

177 - Has a new tattoo parlour - signage required

142 - Pod coffee is selling the business for \$180,000.

Fencing by Sylvia Houghton old building is scheduled to come down.

145 - still on the market

156- still on the market

155 - selling the business. Will finish off his lease and property will be available for lease next week.

178 - third floor for lease

Planning Mill - Leased

Revisit discussions on the retail action plan for the future. Perhaps after festival. This would be to encourage the placement of the right retail tenants etc to be paired up with landlords. If we get 50% of landlords to co-operate others will follow.

**New items**

Parking lots behind Watford Group's building will be closed for painting. They are putting in all new lines for more efficient parking.



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This past weekend there was a community clean up, members of the UBIA should be communicated with regarding future clean ups to not only be aware but also join in when possible.

Continue to stay onto of the buskers as there is one that is situated close to 158 Main Street. Should be looked into further if there is any by-law that prevents them from playing on the street.

**Motion to adjourn at 11:10am**

Motioned by Liam O'Dette

Moved by Reid McAlpine

Seconded by Sylvia Morris

All were in favour

**Meeting adjourned** at 11:10am

**Next Meeting:** Wednesday, June 21st, 2023 at 9:30am - 11:00am in Person at Varley Art Gallery