



Unionville BIA Board Meeting

Date: Wednesday April 26th, 2023

Hybrid - In-person at Varley Art Gallery and via ZOOM

Board Members in Attendance:

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

Guests: Christie Day - TD Markham Jazz Festival, D'Oliveira Fell - Varley Art Gallery

Regrets: Niina Felushko

Executive Director: Sonia Chow

Call to order: By Chair Liam O'Dette at 9:37am

Approval of Agenda

Motion to approve by Liam O'Dette

Seconded by Sylvia Morris

All were in favour

Approval of Meeting Minutes, March 2023

Approval of Meeting Minutes for March 2023 approved on April 4th, 2023 via email to the UBIA Members.

Motion to approve by Sylvia Morris

Seconded by Tony Lamanna

All were in Favour.

Update of Financials

The financials for the period ending March 31st, 2023 are currently being worked on.

Motion to table Financials by Councillor Reid McAlpine

Seconded by Tony Lamanna

All were in favour

City & Streetscape Updates:

Councillor Reid McAlpine

Regular meetings for reconstruction of Main Street continue.

There was a revitalization Meeting held on April 19th at the Variety Art Gallery in Person to discuss the status of the work and for the public to express any concerns or questions.

Discussions and Concerns we brought forward regarding the hydro vault in front of the bandstand, and the boulevard parking bays. Staff went to the accessibility committee and they



would like to see it in a different colour. There is a no parking sign there when there's cars parking there.

There will be a sub committee and council meeting next week regarding the Bandstand to bring forward concerns and approval of it continuing .

There was discussion around the East lane. Tony Lamanna expressed concern around tender and timing and that we should consider someone who is faster and cost effective. He also thanked Councillor Reid Mc Alpine for bringing forward the parking concerns to the city. They also went into conversation around Deliveries on the street and large trucks delivering to loading docks vs. Fronts of the stores off the main street.

Councillor Reid McAlpine moves a motion

The UBIA would like to pass a bi-law that all deliveries be delivered to the backs at the loading docks. Requesting the city ban delivery trucks over a specific weight from Main Street and that the deliveries need to be at the rear of the buildings.

Motion was seconded by Sylvia Morris

All were in Favour

There will be another meeting May 1st, 2023 to discuss revitalization further. Meeting details should be mailed out and emailed. Councillor Reid McAlpine urged we need to improve city communication and that we try to get a large attendance from all who will be impacted. Therefore, business owners should be taking a very close look when they do propose detailed designs.

TD Markham Jazz Festival:

Christine Day gave a presentation regarding the TD Markham Jazz Festival.

This year they will be having the Festival on the 18th, 19th and 20th August, 2023.

Street closures are scheduled on Friday evening on Fred Varley only and from 11am to 11pm Saturday and Sunday all day performances.

Shuttle Bus will be arranged from the Pan Am Centre Parking to Main Street in order to prevent driving traffic to the street and encourage the public to take the transportation.

UBIA will need to highlight the space and event to circulate info early because it will be important to bring awareness. Also, encourage the vendors on the street to bring tables out to the street to showcase their business and possible promotions.

The 3 day event is expected to bring approximately 25,000 people. Surveys from the past show that people do come back repeatedly.



Deputy Mayor Michael Chan enquired how many people come from outside of Markham and Christie said approx. 40%. Councillor Reid Mc Alpine also suggested that for future consideration the TD Markham Jazz festival transition to include Unionville Jazz Festival in the title as a long term proposal.

The TD Markham Jazz Festival is requesting Financial support from the UBIA in the amount of \$6,000.

Motion to approve by Tony Lamanna

Seconded by Shibani Sahney

All were in favour

ED Report:

Sonia Chow

Unionville Festival - Mayor Scarpitti will be joining this year during the opening ceremony as the Guest of Honour.

Currently working on finalizing brands and corporate partnerships. So far \$92,000 has been gathered, corporate sponsorship, revenue from booth vendors and grants including \$10,000 from Celebrate Markham and \$10,000 from Destination Markham as a matching grant and another \$10,000 top-up grant from Celebrate Markham. Central Counties Tourism grant has been submitted and it won't be confirmed before the Festival and she is expecting approx. \$6,000 will be granted.

She mentioned UBIA cannot apply for grant from Experience Ontario as we do not have our CRA number and Article of Incorporation. We can only apply through the City or Destination Markham, if they won't apply for their events. Sonia will continue to further these discussions with Chris Rickett.

She is also working on finalizing the program, vendors and road closure. We are expecting 30,000 people to come over the festival for live performances and activities, headliner shows from Johannes Linstead from 7:00-8:30pm on Saturday, road closures during this time will be until 9pm. Will open to allow vendors to leave from 5-6pm.

Talked to businesses on the street we are going to promote a Festival \$8 Special this campaign and press release will be followed.

There will also be a Mother's Day Event for the Street and we encourage the businesses to do 1st of May - 15th of May \$100 spend redeem cash coupon of \$20 for flowers and plants.

Music on Main and Movie on Main during Summer time from July - August.



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Olde Tyme Christmas event details can be discussed next month, as we have only received a \$10,000 grant received from Celebrate Markham. Need to see what kind of activities and campaigns will work best for the businesses and can be discussed in conjunction with the revitalization timeline.

Website:

Quick sharing regarding the status update of the website with proposed changes and design shown. Liam O'Dette enquired if there will be a link to the social media, Cesario confirmed there would be icons to connect our different social media accounts but connect for the incoming social media feeds. Other features of the new website has been presented as well. It is expected to launch the new website before the Unionville Festival and using a new domain name, unionville.ca

Flowers on the street will be ready within a few weeks, prior to the Festival.

There had been a brief discussion on social gathering events for the businesses on the street and conversation will continue in the coming meeting.

Real Estate updates:

Sylvia Morris

Places on the Market currently

139 Main Street- Planing Mill - 2 spaces for lease

209 Main Street moved to 177 Main Street

105 Main Street for lease basement 1200 sq ft for \$3500, 1st floor 900 square ft \$4500

158 Main Street put on lease

155 Main Street - JW Cosmetics adjusted price

142 Main Street POD Coffee - business for sale

156 Main Street \$2.980M listed for 54 days

145 Main Street \$3.988M

Motion to adjourn at 11:10am

Moved by Liam O'Dette

Seconded by Sylvia Morris

All were in favour

Meeting adjourned at 11:12am

Next Meeting: Wednesday, May 24th, 2023 at 9:30am in Person at Varley Art Gallery