



Unionville BIA Board Meeting

Date: Wednesday August 16th, 2023

In Person - Ambiyen Restaurant

Board Members in Attendance:

Liam O'Dette, Kimberly Wake, Tony Lamanna, Shibani Sahney, Councillor Reid McAlpine, Sylvia Morris and Niina Felushko.

Regrets: Deputy Mayor Michael Chan, Liu Yan, Juyoun Hong, Alan Mizrachi and Cesario Ginjo.

Guests: Alain Cachola - City Revitalization

Executive Director: Sonia Chow

Call to order: By Chair Liam O'Dette at 9:35am

Approval of Agenda

Motion to approve moved by Councillor Reid McAlpine

Seconded by Sylvia Morris

All were in favour

Approval of Meeting Minutes, July 2023

Motion to approve moved by Tony Lamanna

Seconded by Councillor Reid Mc Alpine

All were in favour

Approval and update of Financials

The financials for the period ending July 31st, 2023 were reviewed.

Separate sponsorships and vendor booths must be implemented still

\$109,000 in revenues. Grant funds are still pending to receive the approved \$10,000 from Celebrate Markham, \$10,000 Destination Markham and \$5,000 from CCT for Unionville Festival.

Levy still prorated

Surplus for the year $\$12,000 + \$193,000 = \$206,000$

A closer look will be taken to clarify if the \$10,000 is included in the promotion section of the financials.

Motion to approve moved by Tony Lamanna

Seconded by Sylvia Morris

All were in favour



City & Streetscape Updates:

Discussions of the Revitalization were bumped up on the agenda as Len from the City was present.

There was a letter from the city sent out as an update. This was emailed to the UBIA by Sonia Chow.

Design is on track at 60% currently. 90% design fall streetscape plan and schedule were issued for tender and closed in July. Permits were ready to go but came in higher than anticipated.

Therefore, it is required to meet with Council to request additional funds.

Taking advance work tender but paused all other work until discussed at a meeting in the fall.

Tender must be issued on a whole - one contractor - advanced work in order to get works completed next year.

All underground work must be done by 2024, then major works and clean up proposed as 2025 outstanding works.

Timeframe for spring being looked at. It was discussed Main Street 2024 then East Lane.

90% design phase will need to be completed in order to get tender on overall design work which may impact the overall numbers of the revitalization.

There is a meeting scheduled next week with The Watford Group as it is important to communicate regarding the timeline of their build. Owner or Project Manager should be present at the next board meeting to communicate this.

Businesses on the street will need to forecast inventory and planning for revitalization timeframe.

There is a meeting with the UBIA that will be coming up sometime in October or November to report next steps with the city. This meeting will be held prior to the public meeting.

Minto Townhomes South West to Fred Valley construction also coming up. Therefore, we must come up with a strategic plan for construction traffic during the builds. Starting in late Fall 2024. Eureka St cannot be the main route for all construction; it must be spread out.

Important to receive anticipated schedules for critical timelines coordinate with Construction.

This could mean no patios.

Festivals like Unionville Festival and Jazz Festival should be blocked out and a pause put on construction to facilitate these events. The city will require another update of what events will be taking place and the associated dates to cross reference with what can remain open.

The goal is to keep traffic open to pedestrians and close traffic.

Len departed meeting at 10:13am

There were some concerns brought up around the delay of tenders as the Bia had committed to the overall design long in advance. It was suggested Liam write a letter to Frank Scarpitti regarding the UBIA concerns.

Status of Sub-Committee Meeting:



Olde Thyme Christmas must start immediately due to timelines and the planning of the event. There is a budget of \$45,000 allocated. Initial meeting will be to outline goals including One attracting more visitors, parade and breakfast with Santa, etc. Costs were discussed \$10,000 from Celebrate Markham, \$6,000 from the board.

Retail Action Strategy must address revitalization, suggested to select a date in September for initial meeting.

It was encouraged to start moving forward with all other subcommittees aswell.

Shibani Sahney departs meeting at 10:26am

ED Report: Sonia Chow

Bill Dawson has received another sponsor Amica providing \$1,500 for 2 shows for Thursday Night at the Bandstand with advertisement.

Mid-Autumn Event - Cycling without age with Alfred

Creative genius Academy will have a lantern display at the bandstand with students in the evening.

It will be good to include an education component to the business on the street regarding the event on September 29th (Moon Festival). This way the realtors can accommodate what their customers might expect from them. ie/ Moon Cakes

Sonia will be creating a Thanksgiving Promotion similar to the Mothers Day promotion for redemption of a cash coupon at particular businesses with a minimum spend. It was quite successful previously.

It was discussed that perhaps a similar concept be done Thursday night at the Bandstand offering a coupon for the business on the street from Monday- Friday to encourage activity during the week.

Sonia will send out an email to see if any of the businesses want to partake in this during the Jazz Festival.

Ladies Night- Shibani Sahney is currently organizing some ideas and there are new businesses on the street that are eager to collaborate for this event.

Animation of the Street involving Music on Main has been well received, Music on the street performers have been very pleased with results. It was suggested that the performers be placed



more spread out along the entire street to promote traffic in all areas. The 6pm-9pm window is working well.

We are still seeking additional sponsors for Music on Main and Movies on Main, events, etc. Perhaps we can offer sponsors a take back such as being able to have a table or banner with promotional materials. It was also discussed that we promote Music on Main more going forward and perhaps reconsider Movies on Main as the ROI is not as successful. We could also take that budget and do something different like animate the street.

Real Estate: Sylvia Morris

Watercolors had their soft opening which was quite successful. They are currently trying to finalize their menu.

Il Postino will be torn down as part of The Watford Groups New Construction.

116 Main Street - Back on the Market at \$1.880M it does have zoning permission to build an addition.

Variety Store in Planning Mill is up for sale of business at \$119,000 D.O.M 18

Lemonwood will be leaving in September and this property will be back on the market for \$3500 + TMI

Lawyers office is listed at \$4.950M D.O.M 39

Pod Coffee Sold for \$180,000

JW cosmetics may also be back on the Market

Any Other Business:

None.

Motion to adjourn at 10:51am

Motioned by Liam O'Dette

Moved by [Tony Lamanna](#)

Seconded by Sylvia Morris

All were in favour

Meeting adjourned at 10:51am

Next Meeting: Wednesday, September 27th, 2023 at 9:30am - 11:00am in Person at Varley Art Gallery.