



Unionville BIA Board Meeting

Date: Wednesday November 15th, 2023

In Person - Varley Art Gallery

Board Members in Attendance:

Liam O'Dette, Kimberly Wake, Shibani Sahney, Councillor Reid McAlpine, Sylvia Morris, Liu Yan, Niina Felushko

Regrets: Tony Lamanna, Cesario Ginjo, Deputy Mayor Michael Chan, Juyoun Hong

Guests: Chris Collucci (Markham Board of Trade)

Executive Director: Sonia Chow

Call to order: By Chair Liam O'Dette at 9:33am

Presentation of Markham Board of Trade

Chris Collucci gave a presentation on the Markham board of Trade and its plans for 2024. Including the Top 40 under 40, Chambers Plan and the proposal for the UBIA membership collaboration with the UBIA.

UBIA membership details to be confirmed but it will include a reduced price for the UBIA members and businesses on the street and allocation towards social media amplification. There must be a commitment of a minimum of 10-20 members to implement this plan.

Approval of Agenda

Niina Felushko suggested the addition of 2 items (Business Support Program and Ontario Summer Jobs)

Motion to approve moved by Sylvia Morris

Seconded by Councillor Reid McAlpine

All were in favour

Approval of Meeting Minutes, October 2023

Motion to approve moved by Sylvia Morris

Seconded by Shibani Sahney

All were in favour

Approval and update of Financials of August to October

Niina Felushko presented the updates to the financials.

We are currently in a deficit but there is a \$35,000 Tax Levy expected.



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It's looking like there will be a surplus at the end of the year of estimated \$180,000- \$200,000. Olde Tyme Christmas may have an impact on the final numbers along with the new proposal for the UBIA and Markham Board of Trade Collaboration.

Motion to approve moved by Sylvia Morris
Seconded by Kimberly Wake
All were in favour

2024 Budget Planning

Niina Felushko, Liam O'Dette and Sonia Chow met last week to work on the 2024 Budget. The current numbers will be adjusted after the final numbers come in for Olde Tyme Christmas. We can still count on grants to come through such as Celebrate Markham, Destination Markham, etc.

Revenues are estimated around \$500,000 conservatively but there is hope for more.

Website enhancement is budgeted around \$10,000

Business support program was not spent this year but can carry into next year to total \$15,000.

The goal for this fund is to support the businesses directly as a reimbursement program.

The fee for the road closures this year was quite high and should be explored for future as the city used to cover these costs.

We will continue to sponsor the Varley Art Gallery for continuing to allow our meetings in the facility.

\$460,000 in expenses

\$40,000 in other expenses

\$40,000 in other income

Construction marketing support is promised \$40,000 to be decided

Councillor Reid McAlpine suggested a separate profile and loss for each major event to observe total spending and surplus. This will help to assess future successes and spending.

It was also proposed that we potentially hire someone to manage the 2 parades each year including Christmas and another TBD. This essentially requires a full/part time role.

Revitalization Project and Schedule

No new updates to report at this time.

There will be a Final Re-Zoning By-Law meeting on December 13th for the Watford Group Proposed Development where any opposition can come forward if they feel compelled.

Status of Sub-Committee Meeting:

Access & Inclusivity - Niina Felushko having difficulty with communication from the city for support and information.



Revitalization- No new Updates.

Retail Action Strategy - Currently Scheduling a follow up meeting date. Look into the \$20,000 to spend further.

Olde Tyme Christmas - Only one meeting took place so far. More support is required in order to have more participants in this year's parade. Sylvia, Liam, Kimberly and Councillor Reid McAlpine to assist further on this by making calls to the list Sonia will send out.

Revitalization, City & Streetscape Updates:

Currently No new Updates to report since last meeting. Still Awaiting City to set some meeting dates.

ED Report: Sonia Chow

Street Decor

Street Decor Contractor to provide a proposal after she has walked the street for the Holiday Decor. VisualizeIT to provide a proposal once the schedule for Revitalization is in place.

Remembrance Day

Turned out Excelled. Lots of positive feedback. The parade was a hit.
Letter From Alfred Sung thanking the UBIA for the Remembrance Day Success.

Olde Tyme Christmas

Push for more help to pull this together as noted above. Other members of the UBIA will assist.

December 16th & 17th Breakfast with Santa

Ticket sales for Breakfast with Santa Marketing have launched and selling quickly.
Sonia has arranged for a Horse Passenger Wagon to be present on the street for family rides December 16th. *There is thought to potentially combine it with Santa to join on the Wagon.*

Markham Board Of Trade Program

Renewal December

Breakfast or After hours meetings proposed for an event to be held on Main Street
BIA Members Pilot Program to be implemented seeking 10-20 people

Motion to follow through on the Business support Program where the UBIA pays 50% of the fee in support of Businesses on the street to join with no limits for the first year.

Motion moved by Niina Felushko

Seconded by Sylvia Morris

All were in Favour



Real Estate: Sylvia Morris

105 Main Street Terminated no longer on the market only the 1st floor

138 has been evicted for non-payment

33 Main Street - Commercial detached \$8,000/mth for Lease

156 Spa - Still on the Market 257 days

Any Other Business:

Ontario Summer Jobs application opens November 20th

Ontario Provincial Budget Meeting coming up - Niina Felushko would like to attend to find out what it is doing and how it may be helping Main Street Unionville.

Markham youth should be being Employed

The plan will be to go to the meeting, access the city portal for more information and contact local MPP Billy Phang to inquire further.

Canada Summer jobs - MP Paul Chiang- may be an option to contact

Ontario Business Association may also have more information and the Markham Board of Trade

Sylvia Morris mentioned there is a proposed meeting with MP Paul Chiang to be held in her office. This could be an opportunity for the UBIA to be present and ask questions. *Date TBD- Sylvia to keep the board posted.*

December 7th at 7pm there will be a Ladies of Main Street Holiday Drinks held at Il Postino Arranged by Niina Felushko.

Christmas Party for UBIA typically held at The Old Country Inn

URA + UBIA typically collaborate on this.

Councillor Reid McAlpine will reach out to find out more and see if this will be a plan for this year.

December 9th following the Olde Tyme Christmas Parade Sylvia will be hosting a Christmas Party at her home for the UBIA to join.

Motion to adjourn at 11:09am

Motioned by Liam O'Dette

Moved by Councillor Reid McAlpine

Seconded by Kimberly Wake

All were in favour

Meeting adjourned at 11:09am

Next Meeting: Wednesday, December 13th, 2023 at 9:30am - 11:00am in Person at Varley Art Gallery (Paint Room).