



Unionville BIA Board Meeting

Date: Wednesday December 13th, 2023

In Person - Varley Art Gallery

Board Members in Attendance:

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

Regrets: Tony Lamanna & Deputy Mayor Michael Chan

Absent: Cesario Ginjo & Liu Yan

Guests: Rachel D'Oliveira Fell - Varley Art Gallery

Executive Director: Sonia Chow

Call to order: By Chair Liam O'Dette at 9:36am

Approval of Agenda

Motion to approve moved by Niina Felushko

Seconded by Sylvia Morris

All were in favour

Approval of Meeting Minutes, November 2023

Motion to approve moved by Sylvia Morris

Seconded by Kimberly Wake

All were in favour

Approval and update of Financials for November 2023

Niina Felushko presented the updates to the financials.

The number showing for the promotions still needs to be split in the spreadsheet, Christmas payments will be coming out in December, Christmas budget review out of the \$45,000 we spent \$44,080.90

These numbers include breakfast with Santa (sold 362 Tickets - Sold out)

Traffic management and YRP extremely high, consuming 30% of budget for road closure.

Sonia will provide a breakdown for all other events to review with Chris Rickett eventually.

December financials from the City will not be available until February due to the annual processes. We will revisit our proposed 2024 budget in the new year.

Motion to approve moved by Sylvia Morris.

Seconded by Kimberly Wake



All were in favour

2024 Annual General Meeting- Date & Venue

Proposed Details - Sonia will confirm with George
Wednesday February 28th, 2024 at Old Country Inn
6:30pm - meet and mingle
7:00pm - meeting Start time

Status and Challenges of Grant Application

Sonia presented the available grants and funding opportunities.
Destination Markham, CCT, Experience Ontario, York Region Grants, Tourism HR, Celebrate Markham, Canada Summer Jobs, Air Canada, My Main Street 2.0.

She will ask for the City to grant the right to access online applications. My Main Street 2.0 will come back with an official announcement on Main Street Unionville in mid January, details to be followed.

Status of Sub-Committee Meeting:

Access & Inclusivity - Niina Felushko proposed a couple dates to the members for a meeting in January.

Revitalization - Will wait for the final updates from the City of Markham..

Retail Action Strategy - Having a meeting today after the board meeting around next steps.

Olde Tyme Christmas - Only one meeting took place so far. More support required in order to have more participants in this years 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.

New process to build City's budget is in Mayor Frank Scarpitti's hands

UBIA proposes a letter be written with regards to the City budget for the Revitalization strongly encouraging The Mayor to proceed with current scope and cost. *Liam O'Dette to draft with Sonia Chow and submit to the UBIA for approval and send off before year end.*

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.



ED Report: Sonia Chow

Unionville Festival

Will take place in the first or second week of June 2024

We will have the parade. Look into best times and date - potentially Friday evening

Vendor feedback from previous years requested longer time into the evening to remain on the street. Explore timing with the Bandstand setup.

Sonia Chow to consider sending out a survey or reviewing a past survey to determine the best direction.

Markham Jazz Festival - August 16-18, 2024

The artists and promotion have been fixed in the same time frame.

Construction impact to the event was discussed and ultimately it shouldn't have a detrimental impact.

Thursday Nights at the Bandstand - July - September 2024

Bill planned for 8-9 Shows in 2024. Cost last year to the UBIA was around \$7000 for road closures. Will invite Bill to present in 2024.

Olde Tyme Christmas

Was a huge success! One of the best we have ever had. 39 Floats in the parade. Great turnout from Weather and the streets, shops and restaurants were filled with people.

December 16th & 17th Breakfast with Santa

Ticket sales for Breakfast with Santa Marketing have completely sold out - 362 tickets for 2 seatings in Jake's and Unionville Arms.

Beautification / Streetscape

Sonia presented the agreement of 2023 with the vendor and will keep the vendor for 2024 except the gazebo part that we will take our own control and have collaboration with the Varley Art Gallery or other parties for marketing and communications.

Business Support Program

9-11 businesses joined the Markham Board of Trade membership program, 50% of the annual fee for 2024 to be paid by the UBIA in support of the program as approved in the motion moved in November 2023 under the budget of Business Support Program and remaining budget will be put forward for 2024.

We could consider putting the balance into the Revitalization Marketing for the businesses. Chris Rickett from the City has advised Corporate communications will be responsible for this and provide \$40K to UBIA. We suggested perhaps pool funds with them to gear it towards the UBIA so that we determine the amount of funds we have plus the cost to hire someone for the marketing.

Business Support Program



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\$15,000 distributed Markham Board of Trade & maybe spread out the provide some future type of business support. To be explored

We could consider putting the balance into the Revitalization Marketing for the businesses Chris Rickett has advised Corporate communications will be responsible for this - perhaps pool funds with them to gear it towards the UBIA

Determine the amount of funds we have plus the cost to hire someone.

**Coordinate a sit down with Chris Rickett as soon as possible. Sonia to communicate with and consider hiring at \$30-\$40/ hour for assistance (Nancy/John - someone who has past experience)*

First kick off meeting for revitalization January right away

We could also consider supporting a local charity and or tie it in with Unionville Festival

Real Estate: Sylvia Morris

156 Main Street Spa available for sale \$2.980M (D.O.M 257) with Second floor available for lease.

The planing mill units have been leased

33 Main Street Bungalow available for lease \$8,000 net

209 Second Floor \$20/net (626 sq.ft)

147 A - Jan/ Feb start for construction

Any Other Business:

Attendance of board members reviewed for 2023. A number of absences should be discussed and asked at the AGM if there is anyone that does not want to continue.

Motion to adjourn at 10:58am

Motioned by Liam O'Dette

Moved by Councillor Reid McAlpine

Seconded by Kimberly Wake

All were in favour

Meeting adjourned at 10:58am

Next Meeting: Wednesday, January 17th, 2023 at 9:30am - 11:00am in Person at Varley Art Gallery (Paint Room).