



Unionville BIA Board Meeting Minutes

Date: Wednesday July 19th, 2023

In Person - Ambiyen Restaurant

Board Members in Attendance:

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

Regrets: Sylvia Morris, Niina Felushko

Executive Director: Sonia Chow

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

Approval of Agenda

Motion to approve moved by Councillor Reid McAlpine

Seconded by Tony Lamanna

All were in favour

Approval of Meeting Minutes, June 2023

Motion to approve moved by Deputy Mayor Michael Chan

Seconded by Councillor Reid McAlpine

All were in favour

Approval and update of Financials

The financials for the period ending June 30th, 2023 were reviewed.

It was discussed that the \$20,000 showing for the bandstand was a one time grant.

The permit for the road closure has been submitted in an attempt to minimize costs.

It may be required to spend \$10,000 across 6 events.

There was discussions around the potential improvement to sponsorships.

There was a projected budget submitted from Bill Dawson re: Bandstand and he continues to look for additional donations.

Motion to approve moved by Shibani Sahney

Seconded by Tony Lamanna

All were in favour



Updates of Minimum Wage issue

There has been a report of a business on the street paying less than minimum wage to teenagers. UBIA has sent out a blanket statement reiterating illegal activity would not be tolerated and to remind businesses on the street to abide by all by-laws and Labour Act.

Update of the City of Markham by-law 2023-87 of the composition of the UBIA and approval of the UBIA by-law June 2023.

Approval was received from the city to change the bylaw to 12 UBIA members. An email was sent out by Sonia Chow with details.

Motion to approve moved by Tony Lamanna

Seconded by Councillor Reid McAlpine

All were in favour

Discussion of Sub-Committee Formation and Next Steps:

A list was provided with the proposed Sub-Committees and it was strongly encouraged for all board members to take a roll in the subcommittee participating as much as possible.

Olde Tyme Christmas will be the most urgent to get started due to timelines and the planning of the event. There is a budget of \$45,000 allocated. One main goal will be to attract more visitors.

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

City & Streetscape Updates:

Councillor Reid McAlpine advised there was a meeting July 18th regarding city updates. It was discussed that the Contract for 2023 will be awarded next month. It will be split between 2 contracts. Supervision and Street Ambassador. All tenders have been received.

The balance of construction tenders will be received Early August. Beginning construction proposed early September so far post Labour Day.

The electrical vault has not been completed yet and was pushed back further by Alectra.

Design phase is currently past 60%, therefore 90% should be expected internally in early September by consultants.

Consultation with BIA and Public will most likely be October/ November.

HISTORIC MAIN STREET

UNIONVILLE

SETTLED IN 1794

Some challenges have been presented around the parking at the foot of the stairway and will continue to be explored further in order to maximize parking and ensure pedestrian safety.

It should also be noted that the city is undertaking a city wide parking strategy. This will identify hot spots where there may be issues. Discussions should be had with all business owners on the street to encourage involvement around this initiative.

There was discussion around Permits and Signage. The current by-law (stating no signage period on private property) conflicts with the original motion that was passed that permits business owners to have signs on their own property. This current by-law has had a negative impact on business activity as it decreases exposure. Can we have this revisited and approved ASAP. There will be a council meeting in September if there's anyway to address it sooner that would be ideal. This should be communicated to Mike (by-law officer).

A conversation around safety issues and robberies was brought up, suggesting that further steps should be implemented to detour this type of activity from happening on the street and ensure the safety of not only the business owners but the visitors to the street as well. It was communicated that business owners should also further this by implementing their own security features such as cameras, locks and security alarms, etc.

The superintendent of the YRP should be contacted to assist in reassuring the safety of mainstreet. Community Safety is a priority and there should be action taken on this right away.

ED Report: Sonia Chow

Unionville Festival - Sonia has sent out via email a report on the results of the surveys conducted from the Festival to review on your own time. Some interesting data indicated 36% of people that attended the event did attend both days. During visitors time on the street what attracted them to remain not the street was they enjoyed both Dining and stores. Estimated spending on the street of 50,000 guests that came was around \$1.7- \$3M in economic impact from the festival. For future suggestions 7pm-9pm evening hours were suggested for opening hours and events. For next year it should be explored if we keep the festival during the revitalization.

Music on Main- Markham Village BIA uses Music on Main, 12 shows are scheduled. This week onward 2pm-5pm and 6pm-9pm.

Ladies Night- Late September instead suggested. September 29th could be a potential good date as it is also the moon festival. Day of the week could also have an impact on attendance therefore Thursday vs Friday could be good. Potentially a sub-committee for ladies night could be formed.



Public Recruitment revitalization - may require more support on this. We should start using logo+ communication. Perhaps encourage more applications. To be discussed further by the Sub-committee.

Real Estate: Sylvia Morris away

Only update provided was that the demo permit for the building next to Ambiyān restaurant has been approved.

Any Other Business:

None.

Motion to adjourn at 11:39am

Motioned by Councillor Reid McAlpine

Moved by [Tony Lamanna](#)

Seconded by Kimberly Wake

All were in favour

Meeting adjourned at 11:39am

Next Meeting: Wednesday, August 16th, 2023 at 9:30am - 11:00am in Person at Ambiyān Restaurant.