



SETTLED IN 1794

**Unionville BIA Board Meeting**

**Date: Wednesday January 17th, 2024**

**In Person - Varley Art Gallery**

**Board Members in Attendance:**

Liam O'Dette, Shibani Sahney, Sylvia Morris, Tony Lammana, Liu Yan, Niina Felushko, Michael Chan, Councillor Reid McAlpine,

**Regrets:** Juyoun Hong, Kimberly Wake

**Absent:** [Cesario Ginjo](#)

**Guests:** Christie Day - Markham Jazz Festival

**Executive Director:** Sonia Chow

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

**Presentation of Markham Jazz Festival (MJF)**

Christie Day gave a presentation on the MJF for 2024. Including the performance from 2023, survey finding and the proposal for the UBIA Sponsorship for consideration. The Main Street revitalization starting from August was discussed and there shouldn't be much interruption as it is expected to begin after the MJF.

UBIA sponsorship is yet to be confirmed, as long as the board will finalize the budget and the possible collaboration for 2025 has been briefly discussed.

**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 [Shibani Sahney](#)

All were in favour

**Approval of Meeting Minutes, January 2024**

Motion to approve moved by Niina Felushko

Seconded by Sylvia Morris

All were in favour

**Approval and update of Financials of December**

Liam O'dette and Niina Felushko mentioned the December financials will not be available until February board meeting.



### **2024 Budget Planning**

Niina Felushko, Liam O’Dette and Sonia Chow will meet again to finalize the 2024 budget before presenting to the board in February and before the Annual General Meeting. It will be adjusted according to the finalized 2023 financials to be received from the City.

### **Status of Sub-Committee Meeting:**

Accessibility & Inclusiveness - Niina Felushko proposed a couple of days to the City staff about the possibility of meeting and waiting for a reply. Sonia suggested to include Juliana and herself in the meeting for having accessibility resources to the Unionville Festival. Niina will also share guide for Unionville Festival planning purposes.

Revitalization - No new Updates.

Unionville Festival - Sonia was looking for a sub-committee lead from the board to support the Festival who can help to spread the work. She also connected with Nancy to coordinate the UFest Parade for the UBIA and perhaps

Yan Liu and [Niina Felushko](#) joined and will assist with the planning committee.

Retail Action Strategy - Reid and Kimberly had a good meeting and Sonia said it could be something related to the revitalization. The original idea of the strategy is to identify the kind of retailers which will be successful on the Main Street and share them with the landlords - through a third party consultants. It may take time to build a successful main street program and should be updated regularly by the consultants. We also need a designated agent on our board who knows our board and needs.

Yan said there is a suspicious illegal business at SQ Spa - 144 Main Street. Liam said he saw the spa still open until late night and further investigation will continue. Some businesses are closed or for sale. With the changing demographics in the area, including the new York Campus and traffic from Downtown Markham, the board is suggesting a new shuttle bus system to bring a younger generation to commute to and from Main Street Unionville, especially through the revitalization.

### **Revitalization, City & Streetscape Updates:**

Currently no new updates to report since last meeting. Still awaiting the City to set some meeting dates.

Reid elaborated on the possible expansion from the City and what we should consider. Tony mentioned that revitalization should also include a welcome centre and public washrooms but the City did not come to the agreement in the end. The barn at the back could probably be the place of a welcome centre and a public washroom.



**ED Report:** Sonia Chow

**Grant applications**

Sonia reported that she applied for a few grants and a few more will be coming including the My Main Street 2.0 and there are two parts of the grants and including one for Community Activitations that UBIA could apply and another one for Business Sustainability Program. Details are yet to be released in mid February.

**UFest Budget 2024**

Sonia reported the surplus of \$29000 in 2023 will be put forward to 2024 and she presented the budget to proceed. The cost will go to parade performers, entertainments, road closure

**E-mail Marketing**

Sonia will clarify if the sponsorship package can include the email marketing as the entitlements. Reid suggested including the message as part of the newsletter instead of a standalone email.

**Valentine's special and Chinese New Year Celebration**

Both festivals happen in February and will make something at least to acknowledge CNY celebration, including some simple decorations and red packets for the businesses on the Street. Yan and Sonia will work on that accordingly.

**Annual General Meeting** - Sonia suggested moving the AGM to 29th February instead as the Mayor is not available on 27 or 28th February but this is not guaranteed as he will have a last minute schedule that he has to attend. It's been notified and approved by the board.

**Real Estate:** Sylvia Morris

158 Main Street - Paw Story business for sale at \$80,000

155 Main Street - 2nd floor for least at \$19/ft

105 Main Street - 1st floor and basement are on lease

116 Main Street - now on sale but expired and there is litigation on progress.

**Any Other Business:**

**Motion to adjourn at 11:23am**

Motioned by Liam O'Dette

Moved by Councillor Reid McAlpine

Seconded by Kimberly Wake

All were in favour

**Meeting adjourned at 11:23am**

**Next Meeting:** Wednesday, February 21 at 9:30am - 11:00am in Person at Varley Art Gallery.