



**Unionville BIA Board Meeting**

**Date: Wednesday, February 21 2024**

**In Person - Varley Art Gallery**

**Board Members in Attendance:**

Liam O'Dette, Shibani Sahney, Councillor Reid McAlpine, Sylvia Morris, Niina Felushko, Deputy Mayor Michael Chan & Liu Yan

**Regrets:** Tony Lamanna, Juyoun Hong

**Guests:** Trevor Whittamore & Maria Macchia - Social Talk

**Executive Director:** Sonia Chow

**Call to order:** By Chair Liam O'Dette at 9:40am

**Presentation by Social Talk**

Trevor and Maria Present 2023 in review and plans for 2024

Provided an in depth breakdown of services provided from 2023, Ad & Paid post results, events, paid ads and feedback of campaigns and giveaways.

Database organization will be reviewed and applied

Discussion around time when street is quiet to help business and Revitalization

(Budgets for outside events should be included as well as promotion of Pan Am & Varley Art Gallery

Other social platforms like Red book and We Chat have been considered in the past, however moving forward social talk would require someone to confirm translation.

Total Spending month has been \$1100 - \$2000/ month

Plans for 2024:

- Spend focus during the off season
- Increase in Newsletters once a month
- Partnering with Influencers
- (Organize Business list and feature everyone once before someone gets featured twice).
- Feature Business per day to showcase and work with the businesses more (ensure all businesses are listed on the Business Directory and Business Login on the website)
- Sonia will resend email Re: Business Directory & Login, she will also work with Social Talk according to the budget allocation for 2024.

**Approval of Agenda**

Motion to approve moved by Sylvia Morris

Seconded by Liu Yan



All were in favour

**Approval of Meeting Minutes, January 2024**

Was deferred to the next meeting.

**Approval and update of Financials for December - January 2023 & 2024 Budget**

Niina Felushko presented the updates to the financials indicating the accumulated surplus at period end Dec 31, 2023 of \$133, 397.

There will not be January Financials.

2024 Budget

Looking at year end for 2023 there is a healthy surplus

Had a deficit of \$60,000 not sustainable - will look to return it to sustainability going forward

The proposed budget for 2024 will be presented at the Annual General Meeting Thursday, February 29th, 2024 at Old Country Inn 7:00pm

Motion to approve moved by Niina Felushko

Seconded by Councillor Reid McAlpine

All were in favour

**Status of Sub-Committee Meeting:**

Access & Inclusivity - Niina Felushko had a meeting with Sonia, Juliana and guests from the City of Markham - Accessibility Committee.

Discussions were had around how to improve Unionville Festival & involve business awareness. Unionville Website is accessible

There is a grant for Businesses for ramps to be installed to have ramps and mats installed to avoid tripping hazards. Which will be shared with the members.

Parking and washrooms were noted as a large challenge, info signs at historical finds (QR codes or Plaques) to be explored further to enhance way finding etc.

Revitalization - No new updates.

Retail Action Strategy - Councillor Reid McAlpine and Kimberly Wake had a meeting to commence the communication with the top 3 candidates who sent in a proposal previously. A scope was defined to have those revisited and renewed where possible. Meeting scheduled in the coming weeks with Colliers.

**Guidelines for Donations**

Councillor Reid McAlpine reached out to the city regarding this.

Will look at other municipalities to standardize it

If actors open to it - collar with social talk - letter out to the producers as an option to support the community and street.



**Revitalization, City & Streetscape Updates:**

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

RFP / Tender should have gone out

Alain Cachola, former representative for the City is no longer in his position and Salia Kalali will assist in moving forward.

**ED Report:** Sonia Chow

Board of Directors

Two Members have left this year including Cesario Ginjo & Alan Mizrachi  
Will open up to the floor at the AGM to find additional interested parties

Annual General Meeting

Has been booked Thursday, February 29th, 2024 at Old Country Inn 7:00pm

Grant Application

Sonia has made the applications and updates are coming, especially for the MMS 2.0 that the UBIA can apply for the placemaking project and events up to \$250,000.

Markham Jazz Festival

UBIA can sponsor the same \$6000 as 2023 and will not be able to increase to the \$7000 requested.

Unionville Festival

Road closure discussion to minimize costs through Book 7 Training and buy our own equipment from UBIA board

Will plan to speak to Alice Lam or Morgan Jones in the near future before any commitments are made.

**In Camera Meeting Held: Refer to Separate Notes provided.**

**Real Estate:** Sylvia Morris

139 Main Street available for lease - convenience store \$3500 net lease

209 Main Street - 2nd floor lease asking \$20net leased at \$12psf net lease

33 Main street - asking \$8000 previously now up for \$6000

158 Main Street has been sublet to a restaurant

156 Main Street - On for sale 2nd floor - \$2500 net lease suspended, Room 5 \$1200/month & Room 4 \$1200/mth

The planing mill units have been leased



**Any Other Business:**

None.

**Annual General Meeting**

Old Country Inn - Thursday February 29th, 7-9pm

**Motion to adjourn at 11:31am**

Motioned by Liam O'Dette

Moved by Councillor Reid McAlpine

Seconded by Kimberly Wake

All were in favour

**Meeting adjourned at 11:31am**

**Next Meeting:** Wednesday, March 20th, 2023 at 9:30am - 11:00am in Person at Varley Art Gallery (Paint Room).



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**In Camera Item:**

Contract renewal for Co-ordinators

The City requested a new employment contract for Juliana Sin and Kenneth Chin, which expired last summer 2023. To recognize the hard work they have done, the board will continue to renew their contract until the end of 2024 and the hourly rate increase will be referred to the CUPE 2024.

It was discussed what the hourly rate adjustment should be upon renewal if any.

Kenneth Chin - Currently at \$20/hour

Julianna Sin - Currently at \$25/hour

There is a side note that we can consider having an ambassador on the street, eyes on the street, guides, etc.

**Motion to Increase Kenneth and Julianna Pay to standardize QP interest for 2024**

Moved by Councillor Reid McAlpine

Seconded by Sylvia Morris

All were in favour

Motioned by Liam O'Dette

Moved by Councillor Reid McAlpine

Seconded by Sylvia Morris