



Unionville BIA Board Annual General Meeting

Date: Thursday February 29th, 2024 - 7-9 pm

In Person - The Old Country Inn

Board Members in Attendance:

Liam O’Dette, Shibani Sahney, Councillor Reid McAlpine, Sylvia Morris, Niina Felushko, Juyoun Hong, Deputy Mayor Michael Chan, Kimberly Wake & Liu Yan

Regrets: Tony Lamanna

Guests: Nehal Azmy, Salia Kalali - City of Markham, Jim Jones and Joe Li - Regional Councillor

Executive Director: Sonia Chow

Call to order: By Chair Liam O’Dette at 7:29pm

Approval of Agenda

Motion to approve moved by Niina Felushko

Seconded by Sylvia Morris

All were in favour

Approval of 2022 and 2023 AGM Meeting Minutes

Motion to approve moved by Sylvia Morris

Seconded by Kimberly Wake

All were in favour

2023 Financials

Niina Felushko presented the unaudited annual financials.

Revenues in actual were higher than expected as a result of great work done by Sonia Chow and vendor fees and sponsorships received from Unionville Festival.

Expenses and new figures are slightly over budget but still remain in a surplus.

Therefore there is an accumulated surplus which will be factored into the 2024 Revitalization.

Motion to approve moved by Niina Felushko

Seconded by Sylvia Morris

All were in favour

2024 Budget

Niina mentioned one minor correction indicating \$133,368 should read \$133,397

The two Major Events, Unionville Festival and OldeTyme Christmas have their own budgets



Projected budget will increase the reserved fund to \$40,000 and another \$30,000 for Unionville Festival, a total of \$70,000 surplus.

Motion to approve moved by Niina Felushko
Seconded by Sylvia Morris
All were in favour

Year In Review

Liam O'Dette conducted the year in review and acknowledged the sponsors and thanked all those who supported
Community engagement and partnerships help to remain vigilant in the face of challenges. Looking ahead, aiming for an inclusive community which in turn will evoke positive change. Unionville Festival will be a 2 day event with a parade and over 40,000 visitors anticipated. Sponsorships and Sonia's efforts allowed it to be a great success and will carry forward to 2024 with suggested changes and feedback implemented, including, increasing the number of vendors for food and remaining open later such as 9:00pm. Secondly the parade was a spoken suggestion that the community wants to see this back for 2024 and therefore it has been planned in the 2024 budget.

Thursday night at the Bandstand

The UBIA and Bill Dawson organized 6 Shows August through September which were very well received by the Community. Going forward into the new Year the goal is to to expand by drawing outside of the Unionville Community to neighbouring communities and beyond.

Mid Autumn Festival/ Moon Festival

This was an East Asian Festival with the Lunar Calendar that is Celebrated as a time to express gratitude, family and the brilliance of the full moon. This has been brought as a celebratory event on the street to illustrate the value of gratitude and respect of tradition and gather to celebrate as a community. The second one will be held in 2024.

Ladies Night

The Fashion Show was hosted by Shibani Sahney which was another great success. Celebrated in the Fall to help promote more traffic during the cooler season. Supports ladies entrepreneurs and businesses on the street and continues to build support within the community and Inclusivity.

Olde Tyme Christmas

The Parade was brought back this year and was extremely well received. The UBIA took a lot of pride in this event for 2023 and plans to do the same for 2024.

ED Report



Sonia Chow spoke and thanked the Community and its supporters during the past year.

Looking ahead the UBIA is implementing a Retail Action Strategy Plan to enhance and develop economic growth.

The BIA will also seek for grants and fundings as well as sponsorship from various sources including MMS 2.0, Celebrate Markham, CCT and other provinces grants

Regarding the revitalization plan, UBIA recently launched a community survey to understand the general public experience on our Main Street UFest and event in 2023 and to measure the community interests and participation during 2024 / 2025 Main Street Revitalization and to evaluate the impact of revitalization plan on residents engagement and UFest.

This survey was launched in February for 3 weeks with 196 responses. One important finding of this survey was that 50% of those who took the survey noted that they were not aware about the Revitalization Plan but 90% are looking forward to it.

During the revitalization project, 30% of the respondents will avoid the Main Street traffic or come less frequently. Another 20% are uncertain as they don't have info about it. Other comments including parking and communications during the revitalization that they would like to come to Main Street even if there is construction on the Street.

Sonia introduced City staff to introduce the details of the revitalization plan.

Revitalization Plan

Nehal Azmy, Capital Works Engineer from the City of Markham spoke to the overview, proposed timeline and communication plan for the project.

Overview

Scope of work was presented illustrating the planned ares for construction between hwy 7 to Carlton Including the train tracks, East Lane and some of Victoria Ave. The Streetscape improvements were also discussed.

Timeline

It was shown to the attendees illustrating milestones and progress points for each year from initial concept through to Implementation and construction.

This year construction is scheduled to start after the Markham Jazz Festival in the Fall.

Communication Plan

The Communication plan was also shown Illustrating the Design and Construction with a breakdown.

- Various Internal Department Meetings
- Unionville Business Improvement Areas (UBIA) and Area businesses



- Advisory Committee
- Representatives for the Advisory Committee and Accessibility
- Cycling & Pedestrian Advisory Committee (CPAC)
- Community Engagement
- Executive Steering Committee
- Unionville Sub-Committee

Communication plans while under development will continue.

There will be a full time point of contact appointed for the businesses or visitors and notifications to targeted audiences with specific communications to emphasize business will remain open during the construction.

The City will also provide updates on construction and activities to areas of business for Fall Construction.

Next Steps

Pre-qualifications of Contractors - March 2024

Issue Tender - March 2024

Award of Construction Contact and Contact administration assignment - May/June 2024

Construction commencement - August 2024 (Following the Jazz Festival)

Construction Completion: December 2025

Comments and Questions are always welcomed. Information and contact details are as follows

Project updates: www.yourvoicemarkhama.ca/MainstreetUnionvilleDesign

Contact details: via Nehal Azmy nazmy@markham.ca

Presentation of Board of Directors

Liam O'Dette requested to the floor if there were any interested parties who were interested in joining the UBIA to come forward.

Nicole MacLeod from MacLeod Clinic introduced herself and wanted to join the board as one of the board of directors.

Motion to approve Nicole Macleod to the UBIA as a new member

Motioned by Liam O'Dette

Moved by Sylvia Morris

Seconded by Shibani Sahney

All were in Favour.

Motion to adjourn at 8:07pm

Motioned by Liam O'Dette

Moved by Nina Felushko

Seconded by Kimberly Wake

HISTORIC MAIN STREET



SETTLED IN 1794

All were in favour

Meeting adjourned at 8:07pm