



Unionville BIA Board Meeting

Date: Wednesday, June 12th, 2024

In Person - Varley Art Gallery

Board Members in Attendance:

Liam O'Dette, Councillor Reid McAlpine, Deputy Mayor Michael Chan, Sylvia Morris, Nicole MacLeod, Niina Felushko, Kimberly Wake, Liu Yan, Juyoun Hong

Absent: Shibani Sahney, Tony Lamanna

Executive Director: Sonia Chow

Guests: Peter Maser - Unionville Residence Association, Rachel - program coordinator from Varley Art Gallery, Queenie from Umi Spa at 155A Main Street, Vanessa Sin- Event Coordinator (Canada Summer Job)

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

1. Approval of Agenda

Motion to approve moved by Liam

Moved by Sylvia Morris

Seconded by Councillor Reid McAlpine

All were in favour

2. Approval of Meeting Minutes, May Minutes

Tabled to the next meeting until the minutes are finalized.

3. Approval and update of Financials for May 2024

No financials currently. Tabled to the next meeting.

4. Thursday Night At the BandStand - cost breakdown and finalized dates

Meetings held with Bill Dawson, Sonia Chow, Melissa, Eric, Americk, & John

Dates: Thursday evenings from July 4th - August 8th 7pm -9:30pm

Road closures are still a point of contention and need to continue to be explored

YRP \$9767, TMP \$5764, Others \$2000 = \$17,500

5. Retail Strategy Plan:

Not all board members present to vote. Table to next meeting. Kimberly to re-circulate the summaries, presentations and Proposals for review in order to make a firm decision by the board at next meeting with a start date of August/ September.



6. Status of Sub-Committee Meeting:

Accessibility & Inclusivity - Niina Felushko reached out to the city to explore the Accessibility community and information. Found it was not super productive based on the information they provided. Currently seeking more information from outside sources. There is a program that offers free ramps to storefronts for business to apply. Niina will provide this information to anyone interested.

Councillor Reid McAlpine has also asked the engineering dept to revisit the revitalization and accessibility. CIMA has done their own Accessibility review.

Revitalization- No new Updates. City moving forward.

Retail Action Strategy - Kimberly to re-circulate the summaries, presentations and Proposals for review in order to make a firm decision by the board at next meeting with a start date of August/ September.

7. Busking on the Street/ booking of the bandstand - objectives, rules and regulations, exceptions, etc.

Busking on the street continues to be an matter that needs to be addressed. This should be handled by the By-laws from the city.

Niina met a couple members of the By-law who are eager to work with us to enforce the necessary by-laws. Niina will provide contact information to Councillor Reid McAlpine and they will schedule a meeting to explore their assistance further.

Sign enforcement is still under way and should continue to be enforced.

Booking at the bandstand

Canada One Family Network's revised application for the bandstand, board voted on a new revised proposal .Sonia will update them with the approval for July 20th & 21st, 2024.

8.Revitalization City & Streetscape:

Councillor Reid McAlpine and Sonia Chow have been working with the city on some marketing taglines and slogans.

Focus on the Celebratory vibe vs the apologetic vibe for the construction. All members present agree "Watch the future unfold!" Is the most appealing and fitting. Sonia will take this feedback to David with promise to explore further with the overall picture.



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They plan to go live with the marketing for revitalization at the end of Summer 2024 with majority going forward into 2025. This will also be explored alongside the spending. Perhaps schedule a meeting with social media to get some internal exploration and take that to the city before proceeding.

160 Main Street previously scheduled for Sale via Auction - Conversation took place regarding the Driveway next to Water Oolours restaurant, responsibilities, ownership by city 98% and how it will be impacted during revitalization. City will keep it for now.

9. ED Report: Sonia Chow

Grant Application

Spreadsheet with reviews outlining the grants applied for and the grants we have currently received for 2024.

Destination Markham, Celebrate Markham, My Main Street Program, CCT, Tourism HR Canada, Canada Summer Jobs. Sonia will continue to keep the board updated.

Unionville Festival

Unionville Festival was a success. Sonia went over the financials.

Sonia to work on a P&L for both U.Festival and Old Tyme Christmas

We are scheduled to receive the marketing data and stats from the Festival feedback in Early July.

Reach out to Rogers and Bell regarding the cell system breaking down especially during the festival to see how we can get prepared. Although the new revitalization will include support in the lampposts to facilitate wifi we should continue to explore this further.

Police presence should be explored more for additional support from the city as additional security after festival hours as people are leaving and kids are hanging around later.

Some conflicting feedback regarding too many booths vs people preferring more booths. Will look at the data to see what the actual results are in order to consider for next year.

Real Estate: Sylvia Morris

Going to be leasing 2 units at the Queen's hotel 650 square ft.

177 Main Street - Real Estate company & potential lawyer going in + Sublease.

151 Main Street- Up for lease.

Any Other Business:

Review of Motion previously proposed:

"Ask the city to review by-laws for public performances both on public and private property. What are they and can we review them and then part 2 ask that they then enforce said noise restrictions from anyone on public property or private property."

Followed up with Reid as it was reported and not sure what the follow up with Bylaw has been. Refer to this again in meeting with Bylaws.



Summer Jobs Students:

Vanessa Sin was present at this meeting. She will be the summer job student assisting the UBIA with Event Coordination. Alongside Asha who could not be present today but will be assisting with Marketing and Social Media.

Motion to adjourn at 10:57 am

Motioned by Liam O’Dette

Moved by Sylvia Morris

Seconded by Kimberly Wake

All were in favour

Meeting adjourned at 10:57am

Next Meeting: Wednesday, July 17th 2024 at 9:30am - 11:00am in Person at 105 Main Street.