



Unionville BIA Board Meeting

Date: Wednesday, July 17th, 2024

In Person - Varley Art Gallery

Board Members in Attendance:

Liam O’Dette, Councillor Reid McAlpine, Tony Lamanna, Sylvia Morris, Niina Felushko, Shibani Sahney, Nicole MacLeod, Kimberly Wake & Liu Yan

Regrets: Deputy Mayor Michael Chan

Executive Director: Sonia Chow

Guests: None.

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

1. Approval of Agenda

Motion to approve moved by Liam

Moved by Reid McAlpine

Seconded by Sylvia Morris

All were in favour

2. Approval of Meeting Minutes, May Minutes

Tabled to the next meeting as the draft will be circulated.

Approval of Meeting Minutes, June Minutes

Motion to approve moved by Liam O’Dette

Moved by Reid McAlpine

Seconded by Sylvia Morris

All were in favour

3. Approval and update of Financials for May & June 2024

Niina Felushko provided an update on the financials expressing that there are a number of revisions required before we move forward with any approval. Councillor Reid McAlpine suggests that financials must be revised and repaired as far back as it needs to go in order to be able to provide actual numbers, these actuals will be used to budget for next year. Niina and Sonia will meet with the City’s finance in person to clarify correct GL code and cost allocations, according to the Board’s budget proposed. Therefore, approvals of financials have been tabled to the next meeting.



4. Retail Strategy Plan - summary and decision of contractor selected (CWG / Cushman & Wakefield / Colliers)

Kimberly had re-circulated the summaries, presentations and Proposals for review via email in order to make a firm decision at today's meeting. Summaries were reviewed again during the meeting and questions were addressed. The board discussed all options and took a vote on who to move forward with. A budget of \$20,000 has been allocated and will use the reserve fund to support the outstanding cost.

A vote was taken on all 3 companies and it was unanimous to proceed with JCWG.

Approval of JCWG to be the company the UBIA moves forward with on the Retail Action Strategy Proposal.

Motion to approve moved by Liam O'Dette

Moved by Kimberly Wake

Seconded by Councillor Reid McAlpine

All were in favour

5. Status of Sub-Committee Meeting:

Access & Inclusivity - Councillor Reid McAlpine has been working with some members of the community who have developed a memo that will be provided to him for review.

A photo example of some of the accessibility implementation for the city streetscape was presented on screen including curbs and markings on the pavers. This in combination with the survey that has been put out via the city will be reviewed and reported on further as things progress.

Revitalization- No new Updates. City moving forward. Lots of communication with the UBIA on street construction impact to the street/ timeline/ road closures etc. Overall consensus was that things are still on track and will be proceeding as the city has planned and according to past approvals. Anything that needs to be identified as things progress will be addressed accordingly.

Retail Action Strategy - Kimberly had re-circulated the summaries, presentations and Proposals for review via email in order to make a firm decision at today's meeting. Summaries were reviewed again during the meeting and questions were addressed. The board discussed all options and took a vote on who to move forward with.

UFest 2025 and OT Christmas Parade: Sonia will work on the draft and P&L for brainstorming session and approval in the next meeting.

6. Revitalization City & Streetscape:



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Councillor Reid McAlpine and Sonia Chow have been working with the city on some marketing taglines and slogans and proceed with major communications and campaign in Spring 2025.. Construction on the East lane is set to commence in August, after the Markham Jazz Festival and the contractor has been identified.

7. **ED Report:** Sonia Chow

Grant Application

Sonia mentioned the major event format like UFest 2025 must be finalized and agreed before the possible grant application like Celebrate Markham will be closed in Oct 2025. Individual board members are advised to prepare for the next board meeting for discussion.

Ladies Night

September 4th, 2024

Shibani and Sonia are working together to organize some activities and workshops. Must reduce the spend on the swag bags. A band will also be required to perform on that date.

Remembrance Day

Cost of the road closer will be more than anticipated. Sonia will send an email to Renee at the city and include Councillor Reid McAlpine to discuss moving forward.

Olde Tyme Christmas

Sonia to present costs around this event at the next UBIA meeting.

8. **Real Estate:** Sylvia Morris

156 Main St - currently rented and on the market.

151 Main Street- Up for lease and 2nd floor suit available

2 Offices available for rent within Sylvia's office

9. **Any Other Business:**

Conversations were had surrounding street maintenance/clean up on private property vs. City clean up and who is responsible. Property standards is an issue that will need to be elaborated on further with Bi-laws in order to enforce protocols.

TNABS are paying extra for them to pick up barrels and take them away each week. Yes we must pay them to remove and reinstall for each show. Sonia to get a quote.

Road Closures & bandstand must be accessible to pedestrians, continue to brainstorm over the next month and have it on Agenda for August meeting.

Motion to adjourn at 11:17 am

HISTORIC MAIN STREET



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Motioned by Liam O'Dette
Moved by Sonia Chow
Seconded by Kimberly Wake
All were in favour

Meeting adjourned at 11:17am

Next Meeting: Wednesday, August 21st, 2024 at 9:30am - 11:00am in Person at 105 Main Street.