



Unionville BIA Board Meeting

Date: Wednesday, August 21st, 2024

In Person - 105 Main Street - Yan Liu Law firm

Board Members in Attendance:

Tony Lamanna, Sylvia Morris, Kimberly Wake & Yan Liu

Regrets: Liam O'Dette, Councillor Reid McAlpine, Deputy Mayor Michael Chan & Nicole MacLeod

Absent: Niina Felushko, Shibani Sahney & Juyoun Hong

Executive Director: Sonia Chow

Guests: Mr. Stanley Tai

Call to order: By Sylvia Morris at 9:45am (Not enough present to meet quorum) Therefore, we will have to table a number of agenda items until next meeting.

1. Approval of Agenda

Tabled to next meeting.

2. Approval of Meeting Minutes, May & July Minutes

Tabled to next meeting.

3. Approval and update of Financials for YTD of July 2024

Tabled to next meeting.

4. Unionville Festival 2025 & Olde Tyme Christmas - Format and P&L

Tabled to next meeting.

5. Status of Sub-Committee Meeting:

Tabled to next meeting.

6. Revitalization City & Streetscape: Restoration, City and streetscape update, - parking by-law. Conversation around The Watford Group and requiring a status update of their project along with communication regarding the revitalization and their involvement.

Tony suggested a representative from the city be present at the next meeting to see what can be done. More serious measures need to be taken. Business owners need to know so they can



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make decisions on how their business will be impacted. Sonia will reach out to the mayor's office. This will be addressed further at next month's meeting.

There will be \$40,000 from the city for Marketing and Communication from that \$15,000 from the city for their public communication, there will also be promotional rebates to promote activity to remain on the street. The city's economic team is also seeking additional funding to assist during the restoration project. Review city's update online. We can still drive on the street but it will be July - May you will have to use the back laneway. More details can be provided by the city. There is a PDF file Sonia can send out for review.

7. Retail Strategy Plan - summary and decision of contractor selected JCWG and progress.

Lisa Hutchinson of JCWG has been contracted to fulfill the project and has recently provided an update with their progress to date. Which includes; Data review, Business Interviews, Site Visits, Research and Analysis.

Upcoming steps will be Retail Turnover, Gap Analysis and SWOT.

8. ED Report: Sonia Chow

Ladies Night: September 4th, 2024

There will be a Photo Booth, pottery painting, Zumba dance at bandstand, live music, fashion show and beauty demo. These activities have been promoted both online and on the street. Money from the swag bags have been changed to invest in more activities on the street to promote people to spend and enjoy more time on the street. Businesses on the street will have special promotions on for this evening.

Mid- Autumn Festival: Sept 12-18

Last year we had a good crowd. This will take place after next month's meeting. This year there will be more decorations, promoting people to come take photos and spend more time. This will also extend over more than one day, including performances, photo booth, crafts for kids & events.

Remembrance Day

Cost of the road closer will be more than anticipated. Therefore, we won't be having the parade. Sonia spoke to Wes and Councillor Reid McAlpine about this to address it with the city and YRP to see if there is a way we can make this possible with a parade and match in down the street as 2023. Currently we applied the event as a smaller scale at the corner of the Crosby with no closure.

9. Real Estate: Sylvia Morris

Sylvia makes mention of the laneway being owned by the city and the potential future plans for it. To be discussed further at next meeting.

156 Main St - back on the market- Looking to do an auction

151 Second floor still available for lease



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2 Offices available for rent in Sylvia's office with a recent price reduction, 3rd floor gross lease at \$799

10. Any Other Business:

Incident during Markham Jazz Festival regarding Inflatables, there were complaints. This is not allowed and requires a permit because it sits in the floodplain. Could be a potential safety risk. Sonia has reached out to the individuals involved to address this.

Motion to adjourn at 11:17 am

Meeting adjourned at 11:02am

Next Meeting: Wednesday, September 11th 9:30am to 11:00am (Varley Art Gallery)