



SETTLED IN 1794

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Unionville B.I.A Board Meeting  
 Wednesday, February 14<sup>th</sup>, 2018 at 9:30 AM  
 @ 157 Main Street, Unit 101B

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**Present:** Tony Lamanna, Sarah Iles, Sylvia Morris, Dave Tucci Staff: Jermaine Wellington,, Gary McMahon

**UBIA Members:** Mavis Smylie, Ray Smylie, Shabani Shani, Harshal Dave, Sarah Gratta, Kelly Forsythe (Unionville Optical), Tom Vasilovsky, Paul Vasilovsky

**Guests:** Wes Rowe, Jana Ranjitkumar (Clever Samurai), Leigh-Ann Clarke (Clever Samurai), Reid McAlpine

**Regrets:** Rob Kadolovski, Larry Mariani, Don Hamilton, Jim Jones

1. **Call to Order** – Tony Lamanna at 9:33AM
2. **Approval of Agenda** - Tony/Sarah
3. **Approval of December 20<sup>th</sup>**, 2017 meeting minutes (No Quorum)

#### 4. **Main St. Unionville Development**

Harshal Dave presented his development proposal inside his board room office at 157 Main St. Unionville. Harshal introduced himself and his company the Watford Group a Real Estate Development, Insurance and Private Equity firm. The Watford Group has entered the Canadian market within the last four years and has held an office on Main St. Unionville for over a year and half. Harshal went on to introduce his plans for Main St. Unionville and started by acknowledging the effort of the community stake holders and local businesses that have helped to develop the Main St. Unionville brand. Harshal then segue into the Watford Group's proposal to build a five storey luxury high rise condominium with a roof top amenity space, underground parking and a pedestrian cobblestone piazza connecting the development to Main St. Unionville. The development will be behind the west side of Main St. by the rear parking lot of 162 to 194 Main St. Unionville. When completed the development will have an anchor store that will help to drive business to small retail stores. Permits for the Watford Group's development are being submitted to the City of Markham over the next few weeks and shovels will be in the ground no later than a year from then. The entire project will take approximately three years in total. Tony has invited Harshal to meet with key members on the Visioning Committee to further discuss the Main St. Unionville development.

*Harshal exits at 10:38 AM*

## 5. Clever Samurai

Jana and Leigh-Ann of the Clever Samurai both introduced themselves and presented their marketing proposal for 2018. The group then presented the three priorities they were asked to focus on; air cover from March to pre-summer to the end of May/June, a marketing plan during the holiday season and develop a plan to get all businesses (mainly retailers) along Main St. Unionville to act in a cohesive manner. Jana and Leigh-Ann then explained the details of the marketing proposal. The Clever Samurai's marketing proposal will be postponed until the website redesign is completed.

*Shibani exits at 11:30 AM*

*Jana and Leigh-Ann exit at 11:40 AM*

## 6. Sponsorships

Plans for the 49<sup>th</sup> Unionville Festival are underway for the 2<sup>nd</sup> and 3<sup>rd</sup> of June. The Festival Committee is planning for the next two years building up to the 50<sup>th</sup> festival. Reid thanks the UBIA for its generous donations in the past and is proposing a two year sponsorship commitment. \$8,000 for this year and \$10,000 for the 50<sup>th</sup> year to help cover increased expenses such as increased security costs and fees paid to the fireworks company last year because construction was not completed in time for the Festival due to bad weather. Tony – would the Festival committee be open to making the Festival a week long event minus Friday nights which are usually problematic, if we can make this a week long event where the UBIA can then get more foot traffic then the UBIA board can justify the increased donation cost. Reid - may be after the 50<sup>th</sup> Festival the City of Markham may have to organize the event. Tony- may be the UBIA could organize the Festival.

Reid also goes on to mention most retailers chose not to participate in the Festival – it would be beneficial for them to participate.

**Markham Jazz Festival** – requesting \$4,500 in sponsorship an increase of \$500 this year to cover the increased expenses.

**Thursday Nights at the Bandstand** – Bill Dawson is asking for a \$3,500 sponsorship this year and asking the UBIA to pay for portable washrooms along side the Bandstand.

*Tom exits at 11:45 AM*

## 7. Streetscape

Tony – has requested that all retailers to take down X-mas decorations and mentioned the streetscape Garland will be taken down soon. The lights will remain for extra lighting along Main St. Unionville.

- 8. Events** – The third annual Main St. Unionville Car show is underway a signature event for the UBIA.

*Mavis and Sarah exit at 12:05 AM*

- 9. Financials** – *deffered to next meeting*

**Grants** – Jermaine has submitted grants for both Celebrate Markham and the Canada Summer Students Grant. Jermaine has proposed the UBIA look into Google Ad grants for not for profits.

- 10. Marketing**

**Website** – web development companies to redesign the UBIA website were presented. Tony has proposed expediting the process to get started and noted the website will be developed and Jermaine will report to Tony and update the board on progress at upcoming board meetings opposed to the Marketing Committee. XOD Media was chosen and the website will be delivered in six to eight months.

**Directory** – production for the UBIA Directory is underway.

- 11. Other Business**

Tony – achieving quorum is a problem at meetings – new members will receive the UBIA bylaws so they have a better understanding of how the UBIA's board of management operates.

- 12. Next Meeting**

March 21<sup>st</sup> at 9 AM

**Adjourned – Tony/Sarah 12:30 PM**