



SETTLED IN 1794

Unionville B.I.A Board Meeting
 Wednesday, March 21, 2018 at 9:00 AM
 @ 157 Main Street, Unit 101B

Present: Tony Lamanna, Sarah Iles, Rob Kadlovski, Don Hamilton, Sylvia Morris, Dave Tucci
Staff: Jermaine Wellington, Gary McMahon

UBIA Members: Ray Smylie, Sarah Gratta, Sharon Taylor-Woods, Ralph Ciancio

Guests: Wes Rowe, Peter Lee – Epoch Times, Jacky Su - Besify

Regrets: Larry Mariani, Jim Jones

1. Call to Order – Tony Lamanna at 9:05AM

2. Approval of Agenda - Tony/Sarah

3. Approval of January 24th, 2018 and January AGM minutes

4. Besify – *Jacky Su*

Jacky Su presented a proposal to introduce street-wide wifi, stretching from the Planing Mill to Carlton Road. Three transmitters would need to be installed at a one-time cost of \$6750. Monthly cost to BIA would be \$450 per month. Total for 2018 (May to Dec) would be \$10,350. Beginning in 2019 the cost would be \$5400 per year. Jermaine is confident we could get a grant to cover most if not all of the cost.

5. Epoch Times – *Peter Lee*

Peter Lee brought in copies of the Epoch Times and talked about the reach the Epoch Times has in York Region and beyond, catering to the Chinese community.

6. Sponsorships - *Jermaine*

- Unionville Festival

The Board approved giving the Unionville Festival \$7000 for the 49th Festival in 2018.

- Markham Jazz Festival

The Board approved giving the Markham Jazz Festival \$4500 for the 2018 festival.

- Thursday Nights at the Bandstand

The Board approved XXXX to go towards paying for entertainment and XXXX to pay for portable washrooms for the 2018 season. Tony will look into seeing if we can recover the costs of the washrooms from the City.

7. Streetscape – Tony

- Holiday lighting on the poles will be removed in a couple of weeks
- Email should be sent out to businesses asking them to clean up their store fronts to spruce it up for the spring season

8. Events – Jermaine

- Easter

Tone Dogs have been hired to play on the street Good Friday weather permitting. An Easter Egg Treasure Hunt is planned for Easter Sunday. Participant swill look for green paper eggs with two letters printed on it at participating stores. After writing down the letters kids will have to unscramble a clue. Names will be drawn later in the day and awarded prizes purchased from Crock A Doodle. An Easter Bunny will greet kids and pose for photo opportunities. New to the street, we will have Q-Riders available for small kids to ride. Locations to be determined. A face painter has been hired. Midtown has been hired to perform through the afternoon.

- **Exotic Car Show** – Jermaine has had several meetings with Saturn and May. New this year will be a Pre-Car Rally to be held on Friday evening from 6pm to 9pm. The street will need to be closed. Expecting **up to 100** exotic cars. Saturn and May to reach out to potential sponsors. Hand over hand is the benefitting charity again this year. The Exotic Car Show will take place Sunday July 29.

9. Announcement – Jermaine stepping down as Executive Director and leaving the BIA

- Tony announced that Jermaine has submitted his resignation. Jermaine will remain on for two weeks. Jermaine asked to post the position and begin searching for a new Executive Director immediately. The Board will form an interview committee to interview potential candidates. Gary will assist with day-to-day operations where possible in the meantime.

10. Meeting adjourned

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

11. 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.

12. 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

13. 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.

14. 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.

15. 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.

16. Next Meeting

March 21st at 9 AM

Adjourned – Tony/Sarah 12:30 PM