

**Unionville B.I.A.**  
**Minutes May 2, 2018**

PRESENT: Tony Lamanna, Sylvia Morris, Rob Kadlovski, Councillor Don Hamilton, Sarah Gratta, Tom Vasilovsky, Larry Mariani, Wes Rowe, Ray Smylie, Regional Councillor Jim Jones

Shawna Ferguson, Gary McMahon, Judi McIntyre

REGRETS: Sarah Iles, Dave Tucci

- 1) Approval of Agenda – Don/Sylvia
- 2) MOTION: Tom/Rob  
Approval of Minutes of Dec. 2017, Jan. 2018, Feb. 2018, Mar. 2018  
Carried
- 3) Welcome to Shawna Ferguson – the Board is happy to welcome Shawna as the new Executive Director. The three new Board members (Tom Vasilovsky, Sarah Gratta, Shivani) were approved at City. Don mentioned that \$8,000 was approved through Celebrate Markham for Olde Tyme Christmas. A MAT tax has been introduced (4% for hotel stays). The 4% will be split between the City and culture. Don asked if the BIA can share in the fee.
- 4) PC Niko and partner dropped in to talk briefly about crime prevention on the street and for residents. Cpted.ca crime prevention website. Business can get Trespass Authority for Friday night before the Unionville Festival.
- 5) ED Report – Shawna  
**Mother's Day / Father's Day** – Will be giving out 300 carnations to moms on the street, in addition to the street entertainment.

**Music on Main** – Tom to help Gary with the band bookings. Tony requested that the bands rotate on the street.

MOTION: Tony/Tom

To increase the budget from \$20,000 to \$25,000 for the Music on Main during the summer months.

Carried

**Movies on Main** – Shawna asked if we could bring back two Movies on Main to bring families here. She is suggesting one in July at one in August. Could even look at sponsors if we could break even on this. Rob suggested this is about community. Total cost for the two nights would be about \$2,500. Tony said okay to do but we should make an effort to raise funds to cover costs. Need to get a Noise Exemption for this. This will be assessed after the fact.

**Horse & Carriage Rides** – the decision was made to stop them but Shawna would like to have them reintroduced. Sarah said there were too many. Maybe just on special days. Agreed to have them on four special event days.

**Exotic Car Show** – Jermaine will be organizing this. Shawna read out a report. Don suggested we hit up all the car dealers to bring their high-end cars. Let them bring a car in and ask for sponsorship.

**TV Show Filming** – Private Eyes will be filming from May 6 to 8. Filming company offered \$2,000 donation. The company will be compensating the individual businesses. Need to encourage the crew to shop on the street.

**MOTION:** Larry/Tom

Filming companies will be asked to make a donation of \$3,000 for first day then \$1,000 for each additional day, plus a retainer of \$500 in advance.

Carried

**Marketing** – working on FB, Instagram, Twitter. Shawna meeting with website developer to get this done. Clever Samarai still have one more social media promotion to do. Shawna will work with Jermaine to use their services during the summer and then end involvement. Sarah will assist with this. Tony suggested we need to personalize it more and hire someone or keep some of this in-house. The marketing committee was dissolved but could be regrouped.

**Unionville Festival** – Shawna met at the City about Friday night at the Festival last year. The street will be closed from 6 pm to 1 am on Friday night with YRP. 6 pay duties will be on hand. Jakes to have an extra YRP. Shawna will get the numbers. Recommended that the cost will be split 3 ways – Festival, BIA, City. Next year this will be part of the Festival to close Friday night. We need to recognize that we need to be safe so it is money well spent. The street will be blocked with trucks. Make sure the police are spread out on the whole street, not clumped together. They need to walk continually.

Parking passes and posters will be distributed in the next week or so. Shawna working to get the stores more involved. Reid's note will be sent out again to the members. Watch for people damaging the flags and banners.

**Canada Summer Jobs** – we are getting two students, 8 weeks at minimum wage. Shawna will stagger the students to cover the whole summer. Rob suggested we have Ambassadors on the street. There are government agencies that support this. Shawna has applied through the YMCA. Job Skills Canada will help as well. Need postcards of Unionville. Also should have proper golf shirts. What about having a kiosk for information. Could be in several locations. Could create a map, etc. give out Directory, do tours (George Duncan could train them). This could be included in the Central Counties Tourism proposal.

**Directory** – ready to go to print and will have this by Mother's Day. Distribution will be through the City, to hotels, etc.

**Markham Jazz Festival** – road closures. May 20 Markham Arts Council having something at Aannin Community Centre. BIA could send info.

- 6) Tony wants us to have good teamwork to build the street back up. Hard to transition and hard to catch up with the events and marketing.

**Streetscape** – some damage to the flags. Have to keep replacing the flags. Two were damaged. Ray asked why there was a big truck that took down the Christmas lights and put up the flags. Dave replaces the banners and flags when needed. At the Visioning Committee it was announced that a street plan will be proposed. Will also look at Hart Haus condos and the road behind.

**7) Financials**

The year to date financials were presented. We are currently in pretty good shape. It was noted that Andrea Tang at the City can help with the financial statements if needed.

MOTION: Rob/Sarah

To approve the audited Unionville B.I.A. financial statements for 2017.

Carried

MOTION: Rob/Tom

To approve the BIA Income Statement as of March 31, 2018.

Carried

**Central Counties Tourism** – Shawna will speak to Chuck Thibeault at Central Counties about our submission for funds.

**8) Other Business**

Shivani talked about the cigarette butts on her sidewalk from Boosters. Need to talk to Boosters manager about this. Frank Maura is the owner. Shivani should ask Teresa to talk to the manager at Boosters.

Payment of BIA managers regarding how they should be paid. May not be able to hire the managers as contracts. Sylvia will follow up on this with Ron Minken and Phil Howes.

Earth Day – Tony wants to do an Earth Day and do an organized clean-up. We will pick a date to do this. The City will give us bags and gloves. May need to get a bin. This should be done before Victoria Day.

Unionville Villagers Association – Wes said they are concerned about the lack of washrooms. The City has announced that they are putting washrooms in parks and won't put them in Unionville. We need to get after David Plant to look at washrooms. Jim and Don are asking for funds to put these in for 2019. Don said the City is paying for washrooms this year for Thursday Nights at the Bandstand.

The Visioning plan is still a concept but things are finally starting to happen. The "road" on the west side would be an asset but still needs more work to be done. Need to look at the safety issue especially near the school.

Tony wants to speak on behalf of the Board at the Visioning meeting. This should probably be discussed with the Board first.

Family Discount cards – Sarah would like to encourage Main Street businesses to get involved with this program. She will send the info out again to be partners. Already exists and pays through the company called Family Discounts Cards.

Sarah's sign is in violation of the sign by-laws. They will report back about this. This came about because of all the signs in front of 155.

9) Next meeting – t.b.d.