



SETTLED IN 1794

**Unionville B.I.A.
Annual General Meeting
January 17th, 2018 at 7:00 pm
at Old Country Inn**

PRESENT: Tony Lamanna, Don Hamilton, Jim Jones, Mary Lamanna, Ray Smylie, Sylvia Morris, Ron Mandelzys, Rob Kadlovski, Wendy Kadlovski, Dave Tucci, Mavis Smylie, Sarah Iles, Larry Mariani, George Iliopoulos, Sarah Gratta, Okawa Hiroyoshi, Sabrina Capobeanco, Leo Capobeanco, Lihong Fan, Debbie Smrz, James Hussani, Paul Vasilovsky **Staff;** Jermaine Wellington, Gary McMahon

GUESTS: Aaron Madar, John Caragianakos, Debra Nesbit, Wes Rowe

1. **Call to order** – Tony Lamanna at 7:03 pm
2. **Approval of Agenda** – Tony/Sarah
3. **Approval of 2017 AGM Minutes** for February 9th, 2017 – Sylvia/Dave

1. Year in Review

The major events through 2017 were reflected on by Tony. During the Summer months, Main St. Unionville was animated with events starting on Thursday nights to Sunday or Monday, if there was a long weekend. Starting with **Thursday Nights at the Bandstand** which received \$1,500 in additional funding from the UBIA to place washrooms behind the Bandstand that was also used for the summer 2017 season. **Musical Moments** was introduced in 2017 where musical entertainment was placed along the street where applicable. Starting on Friday afternoon to Sunday evening or on Monday evening if there is a long weekend along with complimentary horse and carriage rides as well.

Yoga in The Square was every Sunday starting at 9 am to 10 am which is organized by the UBIA and Moksha Markham. Following Yoga in the Square on Sundays is the **Stiver Mill Farmers' Market** occurring every Sunday from 10 am to 4 pm.

The 2nd annual Car show was a huge success. The car show brings unique visitors to Main St. Unionville and has nearly doubled in attendance from 2016 to 2017.

Here are some highlights of 2017;

- Over \$80,000 raised in sponsorships, grants and partnerships.
- Introduced Musical Moments to Main St. Unionville which entails musical entertainment and complimentary horse & carriage rides on the weekends.
- Utilized relevant social media platforms; increased Facebook and Instagram page likes, followers and engagement.
- Created a new high quality brochure, that was provided to Main Streets, hotels in Ontario & local community centers
- Received unpaid media coverage from sources such as: The Toronto Sun, Snapd Markham, Markham Review, CHFI 98.1 & 105.5 The Region.
- Some business operators have communicated that they have had an increase in sales this year



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- Increased events by extending Musical Moments during the summer, revamped events such as Heritage Day and introduced bands on warmer days during the Christmas season.

2. What's Ahead

Jermaine has outlined what is ahead in 2018. Starting with our marketing plan developed with the Clever Samurai Marketing Agency which will include and encourage key stake holders (UBIA business owners) to participate and a modified marketing channel strategy which includes increased digital advertising and using less print and radio advertising.

Website/Online – create Unionville Exotics Facebook page (for the Exotic Car Show), more targeted display ads through relevant social media channels (Facebook and Instagram) and moving away from traditional print and radio advertising. We will also be redesigning our website as well to include, a web page or microsite for our signature events such as the Exotic Car Show and the Olde Tyme Christmas Parade, better website analytics reporting to accurately measure our return on investment for our marketing dollars. **Main St.**

Directory - we will be publishing our popular Main St. Unionville Business Directory in 2018.

Main St. Unionville 2018 Events - we will continue with our more successful events and improve upon them and possibly introduce new ones such as Sunday afternoon road closures after careful review.

As for other major festivals hosted by Main Street Unionville. The **49th Unionville Festival** will continue with fireworks this year. The **49th Jazz Festival** will also be taking place during 2018. The Jazz Festival brings wonderful visitors to Main St. Unionville.

Motion to approve the Annual Proposed Events

Sylvia/Rob

Carried unanimously

3. Election of Directors to the Board of Management

The Board shall consist of a minimum of five (5) and a maximum of nine (9) directors together with two members appointed from Council. The number of directors may be increased or decreased from time to time.

Currently there are six directors along with two appointed members from council. Tony has nominated Sarah Gratta to the on the board of management.

Tony/Dave

Tony has invited any additional members to express interest. BIA member Paul Vasilosky has nominated Tom Vasilovsky who is not currently at our meeting but has requested to be nominated at our AGM meeting. BIA member Shibani Shani has also expressed interest and nominated herself as well. Tony has again requested and asked twice if there are any new members that would like to join the Unionville BIA's board of management, if no one else would like to join then nominations will be closed. No one else has expressed interest furthermore, nominations are now closed.

Three UBIA members have been elected and nominated at our meeting to the Unionville BIA board of management. Tom Vasilovsky, Sarah Gratta and Shibani Shani have all been nominated and have accepted their new roles as directors on the UBIA board of management.

Tony has indicated that all vacancies have been filled and that the slate of BIA members recommended for appointment as directors of the Board of Management of the BIA will be forwarded for consideration by Council.



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4. Proposed Annual Budget

The proposed 2018 budget was reported by Sylvia with Jermaine outlining the proposed 2018 budget in detail starting with our sources of revenue. The first source also being our biggest source is our member tax levy that will remain the same at \$205,982. Our other forecasted sources of revenue are grants and sponsorships along with a detailed explanation of the 2018 expenses totaling \$283,756.

Motion to approve the Proposed 2018 Annual Budget

Tony/Sarah

Carried unanimously

5. Sunday Street Closures

The Sunday road closures is a proposed pilot project introduced by Tony. The premise of the project is to close Main St. Unionville from Fred Varley Drive to Carlton Road. Every Sunday from approximately 12 PM to 8 PM starting June 4th to Labour Day. This will allow restaurant and business owners to set up small kiosks in front of their current stores to engage the busy summer crowds along Main St. Unionville. The overall desired result is to attract new and engage current visitors to shop and dine on Main St. Unionville.

Approximately 8 years ago Sunday road closures were looked into– only set back is the closed gate by Font hill Blvd. restricting access to parking on the west side of Main Street Unionville. Parking on the west side on Main Street is a premium without access through gate at Font hill this cannot happen

Tony spoke with – Unionville Festival, Unionville Rate Payers and the City of Markham

Rob – President of the Vision Committee noted the motion place forward by Tony to open the gate on the west side possibly for the summer duration.

Paul – agrees opening the gate will allow the Sunday road closures to be successful

Dave – has spoken to business owners on the Westside of Main St. Unionville and has counted 18 businesses on the west side strongly opposing the Sunday street closures. If we are able to open the gates before a property development proposal on the west side of Main St. Unionville in the next three years what happens when construction begins and the west side of Main St. Unionville is redesigned will this be all in vain? Dave also notes the merchants were upset that Tony has spoken with Unionville Festival, Unionville Rate Payers and the City of Markham and have not spoken to the business owners on Main St. Unionville.

Tony addresses Dave's concerns and explains there is a process we are going through to make the Sunday road closures a success. Which starts with inviting our membership to the AGM to facilitate and explain the pros and cons of the Street closures, this is a process and work in progress. Unless there is at least 70% buy in from the UBIA membership this initiative will not move forward.

Even if this initiative is not a success Tony has brought awareness to the gate closure restricting access to parking on the west side of Main St. Unionville limiting access to parking for years. The UBIA needs to try new things to support small businesses competing with the malls and the newly developed downtown Markham area.

George – when the streets are closed on Sundays I lose 80% of my business – having parking on the west side of Main Street is a premium without that we should not move forward.

Rob – We need the Board of Education's approval to open the gates and in turn for Sunday road closures in 2018 to be a success.



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6. Other business

Demolishing the barn at 160 Main Street - Jim Jones is asking for support from the business community in demolishing the barn at 160 Main St. Unionville to make way for further development of Main Street Unionville. All Board of Directors, along with the UBIA membership support demolishing the barn at 160 Main St. Unionville.

Revitalization of Main St. Unionville- the Vision Committee accepted a motion to have a study to revitalize the streetscape throughout the City of Markham. After the study, there may be improvements to the Main St. Unionville streetscape for capital assets that are nearing the end of their life cycle i.e. repaving the streets or lighting there will be further updates in July 2018.

Increased minimum wage – grants are available for youth 15 to 29 years old through Employment Ontario up to \$1,000 available that can be used to off set the cost of the increase in minimum wage.

YMCA – grants are available for employing youth as well – the Canada Summer Students grant

Adjourned 9:45 pm Don/Sarah

Next meeting – February 14th, 2018