

HISTORIC MAIN STREET



SETTLED IN 1794

Unionville B.I.A.
Unionville B.I.A. Board Meeting
Wednesday, December 20th, 2017 @ 10 AM
157 Main Street, Unit 101B

Present: Tony Lamanna, Don Hamilton, Jim Jones, Larry Mariani, Dave Tucci, Sarah Iles Staff:
Jermaine Wellington, Gary McMahaon

Regrets: Rob Kadlovski, Sylvia Morris

Members: Tom Vasilovsky, Paul Vasilovsky, Leo Capobeanco, Sabrina Capobeanco (Croc a
Doodle owner), Ray Smylie, Sarah Gratta

Guests: George Le Donne, Katelyn Hoover, Wes Rowe

1. Call to Order – at 10:08 AM
2. Approval of Agenda – Dave/Jim
3. Approval of September 27th, 2017 meeting minutes - Dave/Larry
4. **Judi McIntyre's contract** is now up and no longer works for the Unionville B.I.A. Judi mentioned she will also be leaving the Jazz Festival planning committee, and also be retiring from the Farmers Market as well. Kimberly Kwan will be managing the Farmer's Market. Judi was thanked for her work by Tony on behalf of the Unionville B.I.A. board of management and presented a gift card as a going away gift. Wes also thanked Judi on behalf of Unionville Villagers Association (UVA).

Judi exits at - 10:20 AM

Tony welcomes Gary McMahan on board on a part-time basis. Gary will be working part time at the Unionville B.I.A. assisting Jermaine.

George Le Donne the President of Ledgemark Homes and co-founder of Del Ridge GreenLife has played an instrumental part in building luxury homes, condominiums and commercial buildings throughout the Greater Toronto Area. George introduced himself and spoke about his new project. George is proposing to build luxury condominiums at 206 Main Street. The new development will be Canada's greenest building and house 14 units and will be 3.5 stories high.

George has already submitted his applications to the City in order to move forward with his project. George reported there is plenty interest for people who live in Markham and want to down size, so the market conditions are perfect to build these condominiums. Sarah then asked how will construction affect the surrounding stores at 206 Main St.? George assured all

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construction will take place after the summer months which is the busy season on Main St., so there will be minimal impact on businesses. Tony then went on to stating LedgeMark's project has the support of the Unionville B.I.A.

Sabrina and Leo both introduced themselves and their business (Croc A Doodle at 149 Main Street). Tony welcomes both Sabrina and Leo on behalf of the Unionville B.I.A.

5. **Bylaws** – Jermaine has reached out to the City's bylaws manager to find out if there is anyway we can report unwanted ice-cream trucks or unwanted artist that take away from our regularly scheduled summer programming during evenings and weekends in the Unionville B.I.A. The City's bylaw manager has given Jermaine a number to contact if there are any bylaw concerns during the evenings and weekends.

6. **Streetscape** -Tony reported streetscape has been close to budget and he has received wonderful comments about the Unionville BIA's streetscape and thanks Dave for his efforts as well. Tony also noted the Streetscape Christmas décor will be down by February. Tony also addressed concerns about the ownership of the streetlights. And noted the lights will be owned in three years, this is our second year. We will own the lights at the end of our third year.

7. **Unionville B.I.A.'s Directors Intentions** – Tony thanked everyone for volunteering and has requested all current directors state their intentions as to whether they will be continuing as directors in the new year. Tony has encouraged all directors to participate and reminds them about past problems with achieving quorum if directors don't attend our meetings.

8. **Sunday Road Closures Pilot Project** – 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.

Jermaine is currently reviewing the feasibility of the proposed pilot project.

*****Motion** to investigate closure of Main St. Unionville on Sundays from 12 PM to 8 PM, from Carlton Road to Fred Varley Drive. *** Tony/Dave
Carried (Don Hamilton abstained from voting)

George and Katlyn exit at - 11:10 AM

Don exit at – 11:05 AM



9. **Events** - Jermaine has reported overall the parade went well, there was record attendance. Unionville B.I.A. members and the Villagers Association were pleased with the overall results. The warm weather also helped with the success of the Parade. Although, there was a delay with the Santa Claus float which could have been due to the loud music coming from the Bell float directly in front of it. Overall there were plenty of good comments about the Parade and all participants were dressed in appropriate Christmas attire.

Jermaine has also recommended the Olde Tyme Christmas parade brand itself which, includes developing a logo and colour palette which will make the event unique, meaningful, authentic and consistent year after year similar to the Markham Jazz Festival and Unionville Festival.

Late Night Shopping - was an initiative to provide potential shoppers on Main Street Unionville with activities in response to hiring the Clever Samurai Marketing company to develop an online holiday shopper attraction strategy as a part of the prior contract to develop a 12 month marketing plan. In order for the initiative to be a success all retail Unionville B.I.A. members were encouraged to participate. Although, it seems some retail store owners changed their minds last minute resulting in a few stores being open. Although, the restaurants along Main St. did overwhelmingly well during the late night shopping event.

Unionville Festival - the 49th Annual Unionville Festival is underway. The first planning committee meeting was attended by Jermaine and Tony. Jermaine is the primary point of contact for the Unionville Festival. Tony has also shared his Sunday Street closure proposal with the Unionville Festival committee asking for their approval and feedback.

10. **Financials** – Jermaine has presented the operating financials as of November 30th, 2017. There are net revenues at the end of November 2017 of \$52,341. However, this will be significantly reduced at the end of December 2017 taking into account there are outstanding expenditures for our major events such as the Olde Tyme Christmas Parade, Breakfast with Santa, Shopper Attraction Strategy and our fixed operating expenses as well.
11. **Marketing** - the marketing committee would like to review the two proposed campaign ideas created by the Clever Samurai Marketing Agency due for delivery over the next 12 months. The agency has developed six campaign ideas and the marketing committee has chosen two; campaign one and six. Campaign one was chosen for our shopper attraction campaign in December however, a few members in the marketing work group wanted to switch from campaign one to six a few days before the shopper attraction campaign was implemented resulting in little to no time to change the campaign.

Marketing committee meeting times have been changed to shortly after our board meetings. Although, we will have our next marketing committee meeting on Tuesday January 9th, 2018.



*****Motion** to redesign the current Unionville B.I.A. website*** - Dave/Sarah carried unanimously

12. **Other Business** - Paul (Co-owner of the Unionville Arms and 160 Main St.) wants support from the Unionville B.I.A. to demolish or remove the Barn at 160 Main St. Unionville. The Unionville B.I.A. has expressed interest to support Paul on this initiative.

Garbage Pilot Project - Sarah Iles commented on garbage pickup during the dark and snowy winter months. Tony concluded with keeping current garbage pickup schedule and states to keep it the way it is because it is successful and everyone is now accustomed to the current schedule. Tony has mentioned we don't want to confuse our Unionville B.I.A. membership, so keep the schedule the way it is.

Unionville B.I.A. member Raymond has noted there are garbage cans only on one side of Main Street. Jermaine will inquire about this.

Tom and Paul exit at - 11:45 AM

13. Next Meeting

Annual General Meeting on Wednesday January 17th at the Old Country Inn

Adjourned – Tony/Sarah at 12:25 PM