

**Unionville BIA
Board meeting September 27, 2017**

MINUTES

PRESENT: Tony Lamanna, Sylvia Morris, Larry Mariani, Dave Tucci, Don Hamilton, Sarah Iles, Staff:
Jermaine Wellington, Judi McIntyre

REGRETS: Rob Kadlovski, Jim Jones

BIA Members: Ray Smylie, Sharon Taylor-Woods, Neelo & James (Business Point)

GUESTS: Peter Wales, Bill Dawson, Wes Rowe

1. Call to Order – 9:06 AM
2. Approval of Agenda – Sylvia/Sarah
3. Approval of Minutes of August 16, 2017 – Larry/Tony
4. **Marketing** – Dave, Chair of the Marketing Committee, reported that the Marketing Committee met and Jermaine said that we have more than enough money in the budget to have Clever Samurai put together a marketing plan for the next 12 months. The cost is \$25,000 to start and then pay on a monthly basis. Tony suggested we cap a rate to pay Clever Samurai. Dave stated that we need marketing help in the fall and the spring, not the summer. There is currently about \$65,000 to spend on marketing.

*****MOTION:** Larry/Dave

To hire Clever Samurai to do a marketing campaign for the UBIA for the total amount of \$25,000.

Carried

Central Counties working groups need to be set up. Dave will be part of this along with Clever Samurai. The other marketing committee members will be attending as well. Sylvia requested that the marketing committee meetings be held before the Board meeting. Board meeting times suggested for 5 pm start with the marketing meetings starting at 4 pm.

5. **Washrooms** - Peter Wales, representing the UVA, he has requested to have toilets at the bandstand. He suggested we bring on other organizations to help to make this happen. The Thursday Nights at the Bandstand demonstrates that this has become a necessity. Locations could be near the bandstand. The TRCA is willing to help us with this. The laneway beside the Toogood Café might be another possibility. Suggested we put together a working group to move this forward.

Tony said we do need to make this happen. The Visioning Committee should be brought into this. Don suggested contacting Graham Seaman at the City to work on a plan to find a location. Bill requested BIA engagement support and financially would like to request \$3,500 from the BIA and ask individual businesses on the street to donate \$1,750 each. Tony stated that we will work to help the TNBS.

*****MOTION:** Sylvia/Dave

To contact the City about working on a location for the toilets.

Carried

6. **Thursday Nights at the Bandstand** – Bill Dawson reported on this very successful event. Visitor support has been overwhelming. The bandstand is a public facility that requires toilets. People are coming earlier to get a seat and the restaurants are doing incredibly well. The BIA and City support has increased each year. The performers are very happy with the event and Bill has loyal sponsors and lots of volunteers. Financially, each evening costs about \$4,000 depending on the artists. The website is linked with the UBIA website. Due to safety issues, Fred Varley Drive is now being closed each evening. Bill would like to see the street do more since they really have a vested interest in the event. He suggested that the UBIA be more involved in the organization of the event in 2018. Sylvia thanked Bill for all this work on TNBS.

Jermaine – contract up for renewal at the end of the year.

*****Motion:** Sylvia/Dave

To increase Jermaine's fee to \$52,000 per annum as of October 1st.

Carried. (Don Hamilton abstained from voting)

Sylvia will ask Jermaine to attend Toastmasters to improve his speaking skills. The BIA will pay for this. Tony will speak to Gary McMahon about coming on board on a part-time basis. We will set up a meeting with Gary, Jermaine, Judi and Tony.

8. Streetscape – some of the retailers have put out their own décor that looks good. Tony will work with Dave to power wash the sidewalks. Need to encourage the stores to clean the sidewalk in front of their businesses. The City apparently does clean at least once a year. Dave will send info to Don about the cleaner he has found.

9. Filming Policy – Jermaine met with the City staff about filming on the street. The City's policy is that the BIA cannot ask for a fee but can request a donation only. The BIA will be notified of any filming company requests to the City for a permit ahead of time.

Heritage Days – held on Sept. 11. George Duncan did a historical tour and we had a good turnout.

Thanksgiving – entertainment

Remembrance Day – working on

Olde Tyme – meeting this morning.

10. Financials – bottom line looks very good. Great sponsorships, grants, etc.

11. Other business – Tony wants us to all respect each other and work as a team. Jermaine will send out a few short videos of the UBIA events this year.

11. Next meeting – TBD