

MINUTES OF THE UBIA BOARD MEETING

September 21, 2016 at 9AM @ UBIA Office

Board Members Present: Tony Lamanna, Simin Jahedi, Sylvia Morris, Sarah Iles, Councillor Don Hamilton, Rob Kadlovski and Larry Mariani

UBIA Members Present: Sharon Taylor-Wood, Ray Smylie, Wes Rowe, Jack Valianes, Nadia Conte, Cheryl Williams, Farnaz Mirshaki, Reid McAlpine, and Dave Tucci

Regrets: Regional Councillor Jim Jones and Elisabeth Mensher

Staff: Kendra Hui

1. Meeting was called to order at 9:12AM with Tony Lamanna as Chair. Tony welcomed everyone to the meeting and assured all attendees had copies of their required documents for the meeting.

2. Approval of Agenda

Moved by Councillor Don Hamilton.

Seconded by Rob Kadlovski.

All in favour.

3. Approval of Minutes - July 20, 2016

Moved by Councillor Don Hamilton.

Seconded by Sarah Iles.

All in favour.

4. Metroland Media - Rhonda Taylor

Metroland Media representative Rhonda Taylor presented an advertising opportunity for the UBIA in a York Region coffee table book. The book would be placed in several businesses through out the GTA.

Rhonda Taylor exited the meeting at 9:23AM

5. Unionville Festival - Reid McAlpine

Reid McAlpine stated that he will no longer be the Chair for the Unionville Festival. He continued by reviewing the pros and cons from the latest Unionville Festival as merchants experienced issues with the placement of vendors. Reid stated that merchants should be more involved in the Festival in future years in order to increase foot traffic on the Main Street. Rob Kadlovski thanked Reid and the entire festival committee for their efforts as it is greatly appreciated by the UBIA. Sarah Iles asked if it was possible to decrease the amount of "service booths" in future festivals. Tony Lamanna also requested that the committee do not spray our roads with spray paint and will require approval to do so in the future. Reid said that they are hoping to further utilize the Bandstand by hosting concerts and other forms of entertainment to extend the festival.

6. Mayors Rodeo - Dave Tucci

Dave Tucci presented an event opportunity to possibly bring a rodeo to Main Street.

This rodeo would be similar to the Calgary Stampede but on a much smaller scale. The event would require \$30,000 worth of funding. Reid McApline replied by saying that Main Street does not have an adequate facility to accommodate such an event. Tony Lamanna agreed and said that the event is not feasible and does not draw the crowd we are looking for.

7. YTD Budget & Social Media Update

Executive Director Kendra provided all attendees with a YTD budget document and gave a brief overview on where the BIA currently stands. Tony Lamanna explained that he has plans to increase decor during the Christmas time and in order to do so, he will require additional funding. Kendra explained that because the BIA only received the credit card a month ago, it would be impossible to spend the \$30,000 that was allowed to social media. Tony asked that there be a reallocation of social media funds and have up to \$10,000 added to the streetscape budget. A motion was put forward to reallocate the social media funds to streetscape, giving Tony Lamanna up to \$10,000 to spend on Fall & Winter street decor.

Moved by Rob Kadlovski.

Seconded by Simini Jahedi.

All in favour.

8. Attendance at Meetings - Rob Kadlovski

Rob asked that BIA members receive a notice on cancellation several days before the scheduled meeting. Kendra replied by stating that in each meeting e-mail she requests that Board Members RSVP for said meetings, but several do not, therefore it is difficult to ensure quorum until enough members reply. Councillor Hamilton said that Regional Councillor Jim Jones has been absent for several meetings, which contributes to the difficulty of having quorum. Tony Lamanna asked if it was possible to have another Councillor replace him on the UBIA board.

9. Electronic Voting - Rob Kadlovski

Rob stated that the Board would run more efficiently if they enabled electronic voting. Tony Lamanna requested that the Board double checks with the City of Markham to ensure electronic voting is legal before a motion is put forward for the change.

10. New Office Space - Rob Kadlovski

Rob expressed his concern as it was made apparent that parties outside the tenant and landlord had copies of the office keys. Larry agreed and stated that only the tenant and landlord should have access to the unit. Councillor Hamilton stated that the landlord should only have access to the office in case of emergency.

11. New Business

Tony explained that with the increased traffic on our street, the City of Markham should have a greater involvement in cleaning the sidewalks and boulevards. Councillor Hamilton replied by saying that he would double check with the City and confirm the Town and BIA's responsibility when it comes to this issue. Councillor Hamilton recommended that the BIA create a list of items/issues and present it to the City in order

to address them all at once. Ray Smylie stated that garbage has been an issue on the street, as merchants put out their trash the day before pickup. Councillor Hamilton said that a new pilot initiative may be put in place, where garbage will be picked up in the laneway off of Main Street.

12. Next Meeting - October 19, 2016

13. Adjournment - 11:34AM