

## Unionville BIA Minutes December 21, 2016

**PRESENT:** Tony Lamanna, Sarah Iles, Sylvia Morris, Rob Kadlovski, Larry Mariani, Elisabeth Mensher, Don Hamilton

**BIA MEMBERS:** Dave Tucci, Ray Smylie, Wes Rowe, Jack & Cindy Valianes, Ensar Sehic

**GUESTS:** Wolfgang Franke, Shanta Sanderson

1. Call to order – by Chair, Tony Lamanna
2. Approval of agenda – Rob/Sylvia  
Meeting starts at 9:10 am
3. Introduce new Executive Director, Jermaine Wellington
4. He comes with an impressive skill set and is a high-performing, strategic-thinking professional with experience in the not for profit sector and also small and large for profit corporations and is computer savvy (social media and digital marketing).
5. **Garbage collection** – Shanta spoke about working with the city and putting garbage on the back road on the east side rather than on the street. The west side businesses should leave their garbage on the laneway. Too much garbage on the street does not look good. This will be an experiment in February with advance notice sent out in January. A note will be sent to all businesses and ask them to put their garbage out later in the day.
6. **Words at Work** presentation by Wolfgang Franke. Considers Main Street to be under-marketed. The website needs to be updated and needs to further develop it's brand identity. We also need outreach to the Asian community on website and in the stores. We need to respond to this community. People need a reason to come to the street. "Not the Mall". The Unionville BIA needs to promote collectively. Radio campaign is one of the best media sources. Email marketing – if possible get all UBIA members to give us their email lists. This may not be possible due to privacy issues but promotions could be given to the individual businesses to send out to their email lists. Suggested that we limit print advertising and Wolfgang referred to it as "horse and buggy" publicity. We need to bring people to the street. Businesses need to have Asian staff. Go to radio stations that will deliver a good size audience. Wolfgang can research this. Wolfgang will be asked to provide a quote.

**MMC Marketing** – Ontario Canada 150 for musicians. Jermaine will connect with Mary to see what she has done. Jermaine and Judi will contact Central Counties for grants available to us.

**Front Door PR** – Elisabeth brought on this group who were responsible to get on CTV, Weather Network, etc. Contract based on months and what involved. Elisabeth helped out the PR firm to organize these events. Tony gave the okay for the work and expenses incurred by Elisabeth to help out.

7. **Olde Tyme Parade** – Judi reported that it was great parade except for the odd gap but needed more advertising. Elisabeth commented that there actually was a lot of advertising. More radio promotion needed. The street entertainment following the parade was good but people did not stay around very long. Many were with small children and they tend to leave right after the parade or go to the Bandstand to see the opening ceremonies and visit Santa.
8. **Breakfast with Santa** – The seven Breakfasts drew about 100 people at each one. The costs were very high because of the carolers who charged \$4,500. Overall expenses came in at \$8,168 which included the organizer's fee. However, they were very successful but the real beneficiaries were the restaurants – Jakes on Main, Old Country Inn and Unionville Arms.

**Toy Mountain** – Discussion about whether this was a success or not. Elisabeth thought it was very successful and Ray Smylie opposed this. It did not draw the crowds or the toys as anticipated. The normal host of the Toy Mountain events, Tom Brown, was not there. Ray said no one knew about it.

9. **Streetscape** – Tony reported that the new street décor has been very well received and people are on the street at all hours taking pictures. The Christmas décor is Rent to Own and the décor can change yearly. Blanchere Lighting is responsible for installation, removal and storage. Congratulations to Tony for a great display.
10. **Financial Report** – Sylvia reported that we have a surplus at the end of November but there are a lot of expenses in December. Bottom line is we may have about \$10,000 surplus at the end of the year. This will roll into 2017. The repayment to the City of \$15,000 a year is now complete. A budget will be worked on and submitted for approval at the AGM in February.
11. **New Committees** – need to set up the Marketing & Events and Streetscape Committees. Tony requested \$25,000 to be put in the budget for Streetscape. The Marketing & Events Committee will meet early January. Jermaine will send out a note to encourage more BIA members to join this important committee.
12. **Celebrate Markham grant** – Judi reported that we only received \$6,000 this year (down from \$6,500 from the year before). The City has now implemented a requirement of a Review Engagement that has to be done by an accountant for any grants over \$5,000. The cost for a Review Engagement is approximately \$3,000; therefore, Judi has completed an application for only \$5,000 for 2017 to avoid this. A letter has gone to the City from the major Festivals objecting to this requirement.

### 13. **Invoices**

The key replacement for the McKay House was in question. This was for more than \$500.

#### **MOTION:** Rob/Sylvia

That the Unionville B.I.A. sponsor Thursday Night at the Bandstand for \$3,500 for 2017. A request will be made to have the BIA announced as the first evening sponsor and Bill Dawson

will be given information to make announcements about activities on the street on an ongoing basis.

Motion Carried

14. **Photo shoots on street** – the City charges a fee to people who want to take pictures on the street. Suggested that we invite Chris Alexander from the City to come to the next meeting to talk about this. Why does the City receive this money and not the BIA?
15. **Snow removal** – has to be 7.5 centimetres before the City will come and remove the snow. Morgan Jones and Craig Breen are the main contacts at the City for snow removal. There is still snow on the boulevards. A wooden pole was hit and is on the ground in front of Il Postino plus the street light pole in front of Starks was removed and needs to be replaced. It still has the Christmas décor on it. Jermaine will contact the City about these issues.
16. **AGM** – this has been scheduled for Thursday, February 9<sup>th</sup> at 6:00 pm at the Old Country Inn. We need to recruit more people to sit on the Board of Management. A newsletter will be sent to the UBIA members about this.
17. **Next Board meeting** – Wednesday, January 18 at 9:00 am at the UBIA office.
18. **Adjournment** – Sarah/Don at 11:45 am