

**Unionville BIA Board of Management
Minutes January 13, 2017**

PRESENT: Don Hamilton, Sarah Iles, Rob Kadlovski, Larry Mariani, Sylvia Morris

BIA MEMBERS: Jessica Gee, Ray Smylie, Sharon Woods

GUEST: Wes Rowe

REGRETS: Jim Jones, Tony Lamanna, Elisabeth Mensher

STAFF: Jermaine Wellington

1. Call to order at 9:05 am – by Vice Chair, Sarah Iles
2. Approval of agenda – Rob/Sylvia
3. Approval of Minutes for December 21, 2016 meeting – Sarah/Sylvia
4. **Financial**

Draft Budget - presented by Sylvia. A number of questions resulted.

Rent and storage fees for 2017 – are budgeted at \$14,500, it should be noted that the \$14,500 is a conservative estimate based on previous months also with our new office space it was discussed if it is still necessary to have additional storage.

Office Equipment, Expenses, Supplies - estimate of \$12,500 was questioned by Sylvia and Sarah who wanted a detailed breakdown of all expenses. Rob raised a key point and noted a new laptop which was recently purchased that raised 2016's total expenses. Jermaine also assured members of the board an accurate breakdown of 2016's Office Equipment, Expenses, Supplies transactions will be presented at the AGM.

Professional fees - Sarah and Larry mentioned reserving our management consulting fees general ledger (GL) account strictly for outside consultants and not fulltime employees of the U.B.I.A i.e. creating a new GL account for the U.B.I. A's salaried employee.

Adding a fourth Officer to the signing list - the idea of a fourth Officer was needed to sign invoices during the Christmas holiday however, this is always a difficult time with everyone away. Did not feel that reason necessitated adding a fourth person.

2016 Surplus of \$8500 - was noted by both Rob and Sylvia that needed to be carried forward and added to the 2017 budget.

Six year city loan repayment – Don noted the loan to the city is now completely repaid.

Canada Summer Jobs grant – the application will be submitted next week for a student. Rob mentioned the U.B.I.A should also look into the YMCA youth internship program where we could receive a grant to hire an additional temporary employee as well as hiring one through the Canada Summer Jobs Grant. Rob will provide Jermaine with contact information.

Celebrate Markham grant – at the suggestion of the City of Markham, this grant application has been resubmitted in the Major Festival category for \$10,000.

Central Counties grant - the board would like to know how much was applied for in the Central counties application. Jermaine will look into this.

5. Proposed U.B.I.A 2017 events

Jermaine presented the U.B.I. A's list of proposed events for 2017 and noted the U.B.I.A take advantage of events based on Holidays and Heritage. Unionville's heritage is something that others cannot duplicate, we can also open on all statutory holidays when many people are off work. We should do things that are simple and classy with music.

To start, for February and March:

Valentine's day – Horse & Carriage on weekend prior, restaurants should be full on Saturday, February 11th. People will most likely shop for gifts, flowers and spa days. Further details will be provided for Valentine's Day, Family Day, and Father's Day.

Family Day – Horse & Carriage on Monday, possibly Sunday, live music if weather permits, promote shop, dine, relax, nature walks and skating.

Father's Day - Rob and Larry asked what about Father's Day? We should book the exotic car show or look into a themed event like the ones previously mentioned. However, the Exotic Car show is not available on Father's Day.

The Exotic Car Show - Sarah, Rob, Sylvia, Don and Wes all want a detailed breakdown of expenses and revenue generated by the Exotic Car Show and asked why the car show will cost \$10,000? Why can't the revenue from the car show be kept for the U.B.I.A? Is there not a local charity involved as opposed to both the Toronto Humane Society and Hand over Hand? Jermaine mentioned the \$10,000 is the proposed budget given we are aiming to make the car show bigger than last year's which costs \$5000.

FYI: Jermaine and Judi met with Saturn and May from Saturn Drives. These are the people who coordinated the 2016 Exotic Car Show. The charities involved were Hand over Hand for Autism and the Toronto Humane Society. They requested that just one charity be the beneficiaries this year and asked that it would be Hand over Hand because they volunteered and helped out at the event. The Humane Society did not. The charity component is important since this inspires the car owners to participate. *The net cost to the UBIA was zero since all the expenses were covered by sponsorships and the raffle.* This is a good deal for the UBIA. Following discussion, it was agreed that Jermaine would ask for a detailed budget breakdown of the 2016 event. The event cannot be held on Father's Day weekend this year because Saturn is already booked. The July date was chosen because it does not conflict with any other events. Saturn also proposed extending the car show further south since it was a very popular event last year and will continue to grow. More information will be provided at the AGM.

Remembrance Day - there is no fee required by the Fire Department or the Police for Remembrance Day. The \$500 budget covers the paying the piper, singer and promotions.

Breakfast with Santa - All members of the board, noted we should use less expensive carolers if carolers are used in 2017.

6. Marketing Report

Advertising and Marketing - Larry and Don both raised a point of also advertising directly to the Asian community referencing the long line up at Uncle Tetsu's which is predominantly Asian who are usually using their smart phones while in the long line ups.

Brand identity - Rob mentioned the U.B.I.A needs to clearly identify itself and find a vehicle to communicate the brand. The U.B.I.A can leverage the rich culture and history the village has that will differentiate it from places like the mall. Larry agrees that the U.B.I.A has always had a disconnect with its local assets like the McKay Art Centre.

Directory - It was unanimously agreed that the directory is successful and noted has zero net costs to the U.B.I.A as it pays for expenses of graphic design and printing by selling ads to Main Street businesses. Agreed it should be done in 2017.

7. Other business

Committees - Rob highly recommends we develop our Streetscape, Marketing and Events Committees so they can present their proposed plans along with a budget to carry out their plan which will allow the U.B.I.A.'s budget to be allocated efficiently, effectively and equitably, so scarce resources can be allocated economically. Jermaine noted that plan is currently being followed through starting with the Marketing Committee. A Streetscape Committee is yet to be formed and the Events Committee maybe joined with the Marketing Committee.

Jessica Ge the co-owner of CHEE Organic Bakery introduced herself and was welcomed by the U.B.I.A.'s board of management, members and guest.

Website and Social Media

MOTION - Rob/Sylvia

No one other than the Executive Director and Chair should have access to the U.B.I.A.'s website and social media accounts.

Carried unanimously

All U.B.I.A members thanked Wes for donating a boardroom table to the U.B.I.A office along with Ray and Dave's efforts for assembling the table as well.

8. **AGM** – the AGM has been scheduled for Thursday, February 9th at 6:00 pm at the Old Country Inn.

9. **Adjournment** – Sarah/Sylvia
Meeting adjourned at 10:55am

