

MINUTES OF THE UBIA BOARD MEETING

June 15, 2016 at 9AM @ Varley Art Gallery

Board Members Present: Tony Lamanna, Simin Jahedi, Elisabeth Mensher, Ryan McLachlan, Councillor Don Hamilton, Larry Mariani, Sarah Iles, Sylvia Morris

UBIA Members Present: Wes Rowe, Ray Smylie, Dave Tucci

Guests: Christine Free, Ian Free, Ken L, Niamh O'Laoghaire, Cheryl Rego, Jane Milrose

Regrets: Regional Councillor Jim Jones, Rob Kadlovski

Staff: Kendra Hui, Julia Lamanna

Quorum: YES

1. Meeting called to order at 9:07AM with Ryan McLachlan as Chair. Ryan welcomed everyone to the meeting and assured all attendees had copies of the required documents for the meeting.

2. Approval of Agenda

Moved by Elisabeth Menscher.

Seconded by Councillor Don Hamilton.

3. Approval of the May 18, 2016 Minutes.

Chair Ryan McLachlan asked that we add a few items to the minutes: an update on by-law signage from by-law manager Christopher Alexander. Elisabeth asked that we add another item to the minutes: that we submit a by-law "wish list" to Christopher Alexander.

Moved by Ryan McLachlan.

Seconded by Sylvia Morris.

All in favour.

4. Unionville Festival Debriefing.

Executive Director, Kendra provided an overview of this years 2016 Unionville Festival, as there were several problems that occurred prior and during the festival. She explained that vendor placement was a huge issue, as many vendors were blocking store fronts and were extremely rude to business owners. Tony Lamanna stated that the rule of thumb for festivals on Main Street is to ensure that no vendors are in front of businesses. Councillor Don Hamilton asked that representatives from the BIA including himself meet with Unionville Festival Chair to work out these issues so they do not occur in the future. Cheryl Rego mentioned that the McKay Art Gallery had a huge issue as well, as the Markham Arts Council had extremely loud performers directly in front of the Art Gallery and vendors blocking the entire entrance, therefore artists who paid to display their art work that weekend suffered because of this. Tony Lamanna then stated that the street and its merchants need to be appreciated and our merchants need to be showcased, not covered by outside vendors. Tony continued to say that it is the merchants job to animate the street. Elisabeth added that it is up to the merchants to have a tent/table during festival weekend and not the BIA's job to force them. Moving

forward, we should have merchants on a list and have managers sign off on their vendor spacing to avoid similar problems in the future. Ryan stated that we will have a meeting with the Unionville Festival Chair to clarify these issues moving forward. Jane Milrose said that the Unionville Festival was disappointing on both sides. The Unionville Festival was always celebrated as a “made in Markham” festival, in order to celebrate local businesses - the festival no longer has the spirit and quality is used to have. Ryan said that this issue will be brought up to the Unionville Festival committee.

5. Olde Tyme Christmas

Kendra confirmed that Judi McIntyre has agreed to organize this years Olde Tyme Christmas parade, but has requested \$1000 for her services as it was brought up to her that a few UVA members have dropped out from the planning committee. Ray Smylie confirmed that no one has yet to leave the UVA, so they still have the same number of people as they had in previous years. Kendra confirmed that this will be the last year Judi will be organizing the Olde Tyme Christmas Parade, therefore she will be shadowing her this year in order to learn the process for future years. A motion was put forward to pay Judi McIntyre \$1000 for her services.

Moved by Sarah Iles.

Seconded by Ryan McLachlan.

6. Main Street Website Update.

Kendra explained that prior to having our website built late last year, the past Executive Director altered the contract with the Marin Marketing Group. This resulted in shortening our maintenance package, therefore at this point in time, the BIA is not able to make major changes to the website. A motion was put forward to pay for the maintenance package with Marin Marketing Group for \$1100 + HST.

Moved by Sarah Iles.

Seconded by Ryan McLachlan.

7. Social Media Update

Kendra explained that we have yet to spend \$1,000 out of our \$30,000 social media budget as she has been putting all BIA expenses on her credit card. She went on to say that she is unable to put \$3,000 a month for social media expenses on her personal credit card. Ryan stated that he had a solution in which the BIA creates a separate business in which we invoice the City of Markham for \$3,000 a month as the City will pay invoices, not credit card bills. Councillor Don Hamilton stated that there may be an issue with the suggested process, so he agreed to have a meeting with Joel at the City in order to obtain a UBIA credit card. the BIA would have to agree on a limit (social media + office + printing expenses).

8. Events Update

Kendra provided an overview listing of the 2016 Summer Events on Main Street Unionville. Ray Smylie stated that there is nothing listed for Canada Day. Elisabeth mentioned that the BIA has made efforts in the past to celebrate Canada Day, but ultimately with all the other events going on in Markham and families going out of town, Canada Day on Main Street is just not that busy. Councillor Hamilton also stated that

many people go to Milne Park on Canada Day as they host annual fireworks and close down the road. Ray Smylie then asked why there wasn't a Heritage Festival. Councillor Hamilton said that the BIA should host it on a day when more people are on the street and have costumes, music, and the town crier. Christine Free stated that the Heritage Festival has always been organized by the 19th Century Rifle Team but they were not invited to host the event in the past few years. She continued to explain that people are fascinated by museum & history pieces and overall just to experience Unionville's history. Dave Tucci suggested that the Heritage Festival combine with the Unionville Festival.

9. Committees

Kendra stated that committees are not necessarily as board members intended it to be, as votes cannot take place within the committee as they must be brought to a vote at regular scheduled BIA meetings. From experience, this was not an efficient way to plan and execute event and marketing.

10. New Business

Board members were reminded to come up with by-law "wish list" items for the upcoming meeting

11. Next Meeting - July 20, 2016

12. Adjournment