

MINUTES OF THE UBIA BOARD MEETING

July 20, 2016 at 9AM @ Stiver Mill

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

UBIA Members Present: Sharon Taylor-Wood, Ray Smylie, Wes Rowe, Shibani Sahney, Connie Cho, Tom Vasilovsky

Regrets: Rob Kadlovski and Regional Councillor Jim Jones

Staff: Kendra Hui and Julia Lamanna

Quorum: YES

1. Meeting called to order at 9:10AM with Sylvia Morris as Interim Chair. Sylvia welcomed everyone to the meeting and assured all attendees had copies of the required documents for the meeting.

2. Approval of agenda

Moved by Councillor Don Hamilton.

Seconded by Larry Mariani.

3. Approval of minutes - June 15, 2016

Moved by Sarah Iles.

Seconded by Councillor Don Hamilton.

4. Appointment of Chair and Vice Chair

Tony and Sylvia Morris stated that they were both interested in the Chair position. Tony explained that as he was part of the vision plan committee he would be able to unite his voice from both boards and accomplish great things. Sylvia stated that she has been on Main Street Unionville for over 15 years and has been involved with the City of Markham as well as other community organizations. She continued by saying that the street is in need of big changes and consistency, and she thinks she would be the right candidate for the position of Chair. Ray Smylie added that both candidates are more than qualified for the position, but it is important that the UBIA board be consistent in the remaining years for the term. He stated that the street needs a solid board without an interrupting flow - therefore whoever is Chair or decides to join the board must stay for the rest of the term.

A motion was put forward to vote Tony Lamanna in as Chair.

All in favour.

A motion was put forward to have vote Sarah Iles as Vice-Chair.

All in favour.

A motion was put forward to have Sylvia Morris as Treasurer and Secretary.

All in favour.

5. By-law wish list

Elisabeth Mensher said that she votes for a-frames to be allowed in the by-law as it increases visibility for stores on the street. They should only be allowed as long as each sign is approved by heritage and by-law before displaying them on the street. Larry and Sylvia agreed with this “wishlist” point. Sarah Iles agreed and stated that all signs must be heritage and uniform through out the street, so heritage and/or by-law must control the size and colours for each sign. Shibani asked that she be able to have a a-frame sign lean against her building as she has little to no visibility on the street. Tony said that if a-frames are permitted, they only be allowed on private property and not on City property. A-frames should only be allowed for businesses tucked behind or below the Main Street as if everyone were able to have a a-frame sign, the street would be crowded. Members discussed and agreed upon submitting this by-law wishlist request to Christopher Alexander at the City of Markham:

1 heritage enforced a-frame sign for businesses below ground or tucked behind the Main Street; a-frames that are displayed must be on private property, off the boulevards and sidewalks. A-frames must go through the City of Markham for approval to ensure consistency through out street (control size, frame material, colours, ect...)

6. New office space

Documents were provided to present BIA members comparing two available office properties on the street. Kendra explained that the Varley Art Gallery instructed the BIA to move out of the current office (197 Main Street) by the beginning of January 2017, therefore we were in need of a new office space as soon as possible. A motion was put forward to move the UBIA office to 157 Main Street, Unit B101.

All in favour.

7. “Special AGM” for new board members

BIA members expressed interest in filling the vacancies on the UBIA board but the current board agreed to everything as is.

8. Glama Gal Tween Spa Sponsorship Request

Elisabeth Mensher requested \$3500 in sponsorship for her upcoming Glama Gal Tween Spa event. UBIA members asked about advertising, promotion, and how it would benefit Main Street as a whole. Ultimately the UBIA board decided to decline the opportunity.

9. Internship extension

Kendra asked the UBIA board to extend the Marketing and Events Intern, Julia Lamanna for the rest of August.

Motion was put forward to extend Julia until the end of August.

All in favour.

10. BIA Credit Card Update

Kendra explained that the City of Markham approved the UBIA for a credit with a max spending amount go \$2500. She asked that the board agree to increase the amount as she was looking to spend more of the budget on social media advertising as in the beginning of the year \$30,000 was approved for the marketing budget but only a few

thousand dollars have been spent to date.

Motion was put forward to increase the credit card limit to \$5000 per month.

All in favour.

11. New Business

Tony explained that he wanted to do more for streetscape during the Fall and Winter months. The board discussed having a winter event in which we have outside specialty vendors selling apple cider, roasted chested, hot chocolate, and other winter themed treats.

12. Next Meeting - August 17, 2016

13. Adjournment at 11:18AM.

Moved by Sarah Iles.

Seconded by Sylvia Morris.