

# **MINUTES OF THE UBIA BOARD MEETING**

May 18, 2016 at 9AM @ Old Country Inn, Unionville ON

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

**UBIA Members Present:** Wes Rowe, Ray Smylie, Tom Vasilovsky

**Guests:** Dave Tucci, Christopher Alexander

**Regrets:** Regional Councillor Jim Jones, Sylvia Morris

**Staff:** Kendra Hui

**Quorum:** YES

**1. Meeting Called to order at 9:06AM 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 the agenda.**

**Moved by Sarah Iles.**

**Seconded by Larry Mariani.**

**MOTION CARRIED**

**3. Approval of the March 30, 2016 Minutes.**

**Moved by Sarah Iles.**

**Seconded by Larry Mariani.**

## **4. By-law Issues - *Christopher Alexander***

Christopher began explaining that by-law issues had been recently addressed at the last UBA meeting, in which he confirmed that commercial and residential properties must abide by the current by-laws in place. Christopher continued by stating that the following were against the by-law: neon signs, banners, a-frame signs, wall signs, mobile signs, and temporary signs. There is currently a sign enforcement officer that is available 24 hours, so if anyone has an issue with a resident or merchant who is not abiding by the by-law, to inform the sign enforcement officer. Rob Kadlovski asked if Christopher could confirm that if a merchant isn't abiding by the by-law, will a letter be sent to the merchant asking them to apply changes, and if they still do not respect the by-law, they will be charged. Christopher confirmed that that is the correct procedure in place and when it comes to lighting fixtures that are against the by-law that a property officer will need to inspect the issue. Larry Mariani asked how many signs is each business permitted to display. Christopher stated that it depends on the size of the building as well as the location, as it varies. Councillor Hamilton inquired on parking - asking if there was available handicapped parking on the boulevards and if not, are they able to be placed there. Chris replied by stating, the boulevard does not meet the legal dimensions of a handicapped parking spot, as there **must** be enough room for unloading and loading a vehicle. Tom Vasilovsky stated that the only current handicapped parking spots available are at the bottom of the stairs at the East parking lot. It does not make sense as someone who is handicapped isn't able to walk up stairs

and is nearly impossible for them to get to their destination. Tom asked that cars be allowed to park on the boulevard all year round and keep it consistent with every business. Rob stated that the street benefits from animation of people on the street, not cars - as if cars were parked on the boulevard 24/7, the street would not be the same. Councillor Hamilton stated that through the months of April to June, there is increased foot traffic, therefore there are more children and mothers with strollers - having more vehicles parked on the boulevard becomes a safety issue. Tony Lamana suggested a solution to chalk parked cars and if the cars are parked over a certain amount of time, they will be issued a parking ticket. Larry asked that customer parking should be controlled, as some customers may be parked directly in front of certain shops for the entire day but never enter their store. Elisabeth Mensher asked how realistic parking meters are for the street, as this is the most sensible way to control customer parking. Christopher stated that he will take a look at the handicapped parking again to ensure there are accessible parking spots spread across Main Street Unionville. He also stated that he will revisit the parking spaces next to Blacksmiths Bistro to see if handicapped parking can be placed there as it is central to the street. Tom replied by saying parking officers should stop ticketing customers who are handicapped as there is no handicapped spots available on street level. Chris said that we should create a list for the upcoming BIA meeting, review the by-law, and state the issues we want to see changed. Chris concluded by stating merchants should create a "wish list" of what currently exists in the by-law and what changes we want to see. The "wish list" will be reviewed from a by-law and heritage perspective to see what is realistic and what isn't. Chris stated that an update would be provided to the BIA with regards to signage by-laws.

9:44AM Councillor Hamilton and Christopher Alexander exit the meeting.

#### **5. 2015 Financial Statement Approval**

Executive Director Kendra Hui handed out copies of the final 2015 financial statement for all board members and guests to review last years revenues and expediters. Kendra opened the floor to any questions or concerns anyone might have with regards to the financial statement. No further questions.

**Moved by Ryan McLachlan.**

**Seconded by Elisabeth Mensher.**

**MOTION CARRIED.**

#### **6. Business Understanding Audit.**

Ryan McLachlan confirmed that the document had already been filled out, therefore did not require assistance from the board.

#### **7. June 26 - Unionville Exotic Car Show**

Dave Tucci provided an overview of the upcoming first annual Unionville Exotic Car Show, stating that it will be taking place on June 26, in which the road will be closed from 10AM - 5PM. For the car show, the BIA has teamed up with SaturnsDrives, who will be providing up to 100 exotic cars for our event. The charity partners for this event are the Toronto Humane Society and Hand Over Hand. Kendra stated that for this

event, we are hoping that merchants are able to donate gift cards or product for the raffle giveaway as all proceeds will be going directly to the charity partners.

### **8. Urban Slide**

Kendra introduced the event Urban Slide, an activity that was brought up the Central Counties Tourism. For this event, the road will be closed for 24 hours, in which a large “slip n slide” would be put on the main road. Kendra confirmed that this is not a mandatory event as we have not agreed to anything, but if the board was interested we needed to confirm our spot as soon as possible. Elisabeth stated that it would be an issue if people who participated in the event entered stores soaking wet, possibly damaging product from merchants. The board ultimately agreed not to host the event on Main Street Unionville.

### **9. Marketing & Events Update**

Kendra handed out copies of the latest boosted post on Facebook to show members & guests how successful putting money towards social media advertising can be. With that being said, the board allocated approximately \$30,000 towards social media advertising but unfortunately we do not have a business credit card to use for this purpose. Kendra stated that she has been using her own personal credit card, then submitting invoices to the town afterward, but if she continues doing so and charging \$3,000 monthly to her personal credit card, she did not want to face interest charges if the cheque does not come in immediately to pay off the expense. Board members agreed as she should not be burdened to use her own personal credit card for such a large BIA expense. The board suggested speaking with a bank on the possibility of receive a business credit card for this expense.

### **10. Parking on Main Street Boulevard.**

This issue was addressed during the 4th item on the agenda.

### **11. Notice of Hearing - 178 Main Street**

Board members asked for an update on the notice of hearing with regards to the doctors office going into the Queens Hotel. Kendra confirmed that she spoke to the architect of the building and he stated that the Doctors office will be located at the very back of the building, they will not be using any of the front window displays, and their main entrance will be the side door which is approximately 10-11 feet behind the front of the building.

### **12. UBIA Tents**

Kendra stated that the newly bought tents from last year, which were completely unused, have gone missing from the storage area in the McKay Art Gallery - just leaving the protective cover of one tent. Ryan said that there is no way of relocating them as they have been stolen and no merchant or artist would ever come forward and return the three tents. The board members all agreed to purchase 3 new tents, to have the Main Street Unionville logo on all tents, and have them stored in the BIA office.

### **13. Shoppers Drug Mart Run For Women**

A few weeks ago, Shoppers Drug Mart hosted their annual Run for Women. The map and route was provided to the board members prior to that day, in which it stated that only small streets would be used and Main Street will not be closed for this event. During the day of the event, Main Street was closed, therefore causing a huge problem for merchants and their clients. Many merchants had scheduled appointments that morning, but due to the road closure that we were not notified about, many businesses were upset. Members confirmed that they even went onto the Run for Women site to confirm the route, and it stated that Main Street would not be used. Chair Ryan stated that this was a huge issue and moving forward, the BIA must speak to the organizer of this event as we did not give our consent to close the road, and a representative did not make the effort to notify merchants.

### **14. Streetscape**

Tony Lamana, confirmed that hanging plants will be going in next week, while floor planters will be placed the week after Unionville Festival. He encourages merchants to take care of their store fronts and have planters or flowers displayed, as it adds to the animation of the street. Tony continued by stating that our street is in need of reconstruction, as the boulevards are uneven, the lights through out the street are dim and uneven, and the City has taken it upon themselves to fill the boulevard gaps with asphalt instead instead of properly interlocking the bricks. The amount of traffic this street sees takes a toll on the street, and Main Street is due for a touch up and reconstruction. Tom stated that we should e-mail Councillor Don Hamilton with this issue and cc the Mayor as well as the chief of staff, as nothing seems to get done when just making statements during meeting.

### **15. New Business**

Vice-Chair Elisabeth mentioned that vendors have been an issue this year, as the festival has been quite behind on getting back to applicants. Because of this, vendors have been contacting Kendra non-stop and are now placing the blame on the BIA. Board members agreed to add a Unionville Festival debriefing to the upcoming BIA meeting in June.

### **16. Next Meeting - June 15, 2016**

### **17. Adjournment**

**Motion to adjourn.**

**Moved by Ryan McLachlan.**

**Seconded by Elisabeth Mensher.**