

MINUTES OF THE UBIA BOARD MEETING

March 3, 2016 at 9AM @ Stiver Mill, 9 Station Lane, Unionville ON

PRESENT: Tony Lamana, Larry Mariani, Simin Jahedi, Elisabeth Mensher, Ryan McLachlan, Sylvia Morris, Councillor Don Hamilton, Rob Kadlovski, Sarah Iles
UBIA Members Present: Jack Valianes, Shibani Sahney

GUESTS: M.P. Bob Saroya, Anil Sukul, Justin Brown, Chuck Thibeault, Reid McAlpine, Linda Briggs, Sarah Kim

REGRETS: Regional Councillor Jim Jones

Staff: Kendra Hui

QUORUM: Yes

1. Meeting called to order at 9:03AM 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 Councillor Hamilton.

Seconded by Elisabeth Mensher.

MOTION CARRIED.

3. Approval of November 18, 2015 Meeting Minutes.

All in favour.

MOTION CARRIED.

4. UBIA 2016 Welcome and Vision.

Chair Ryan discussed what was to come and what to expect for the year of 2016, including: improving Main Street Unionville, ensuring everyones voice will be heard, good ideas will be executed, making responsible decisions will be made with the budget, a vote will occur at all meetings, creating a comprehensive plan, tasking the Executive Director, providing Kendra with a clear job description, making good ideas come to life, measure effectiveness of campaigns & events, and ultimately to have respect for everyone as well as all decisions & votes that are made.

5. Board Member Approval.

Executive Director Kendra introduced new members & their positions on the board as:

(1) Chair: Ryan McLachlan

(2) Vice-Chair: Elisabeth Mensher

(3) Treasurer: Tony Lamanna

(4) Secretary: Sarah Iles

All in favour.

MOTION CARRIED.

*Chair Ryan moved to item 7 on the agenda as M.P. Bob Saroya arrived later

7. Rib Fest

Chair Ryan introduced Justin Brown, coordinator for Rib Fest. Justin explained that they are looking to bring a Rib Fest to the Unionville community and he is looking for support from the BIA members, as they are community leaders. Vice-Chair Elisabeth asked if there would be a street closure for Rib Fest. Justin Brown replied by saying a street closure will not be necessary as they are looking at the area behind Crosby Memorial or at Centennial Community Centre. He confirmed the dates that they are looking are May 27, 28, 29 (the last weekend of May). Councillor Hamilton asked if they have received clearance and approval from the City of Markham. Justin stated that the City has approved and posted all contact information on their website. Rob Kadlovski inquired on how merchants can benefit from this event. Justin stated that merchants will be promoted and will not be required to pay an entrance fee. Rob asked how the BIA's normally feel about having outside business (vendors) at the event. Justin replied by saying he hopes to get local people involved and ultimately welcome BIA businesses to the event. Justin continued by saying that this event will be entirely self-sufficient as they will be providing their own energy sources and equipment.

6. M.P. Bob Saroya

M.P. Bob Saroya introduced himself to all attendees at the meeting and thanked everyone for their support. He stated that if there are any issues within the community to contact him for resolution as he will be available at all times and will put in the work required to better the community. Chair Ryan thanked M.P. Bob Saroya for joining the meeting.

8. Central Counties Tourism

Chuck Thibeault from Central Counties Tourism (CCT) presented the 4 new partnership opportunities that are now offered from CCT. The first option in the partnership program is photo and video content development, the second option is tourism getaway marketing, the third is developing a trail tourism strategy, and lastly developing a way finding strategy. Chuck also stated that CCT will no longer require you to fill out partnership applications. Tony Lamanna asked if there was a cap that we can apply for, similar to what was offered in past years. Chuck stated this is no longer an option. Elisabeth said that this is a bigger conversation that must be had in order to discuss what is most effective for the BIA. Chuck also said that the BIA and CCT can still be effective even when working on a lower budget.

9. Unionville Festival

Reid McApline reviewed what was planned so far for this years 2016 Unionville Festival. The festival will be taking place on the first weekend of June (June 4 & 5), in which no events will be taking place on the Friday to avoid vandalism. The average amount of visitors the festival receives is roughly around 50,000 people as this is the biggest event/festival in Markham, ON. A few new additions that will be added to this years festivities are having music, fitness, yoga, and health sessions at the Bandstand on Sunday. The organization is also looking to bring an electric car show, showcasing cars

such as Tesla, Nissan, Chevy, and more during the festival. Friday night will require an increase of security to avoid vandalism. The current budget in place is \$80,000. Reid explained that in past years majority of the crowds are at the ends of the street, focusing on outside vendors (near the Bandstand or on Carlton Road). In order to generate a larger crowd and business in the middle part of the street, merchants should be encouraged to hold sidewalk sales. This year the festival will focus on strategic panning to ensure high quality vendors will fill the gaps along the street. Sarah Iles asked if fireworks will be returning this year, as they were absent last year. Reid stated that they are looking to bring back fireworks this year, but to do so they will need to receive \$15,000 of funding. In past years the BIA has sponsored the Unionville Festival with \$3,000 - BIA funding will be determined in the next meeting. Don Hamilton stated that there was a high volume of complaints in regards to the absence of fireworks last year. Councillor Hamilton continued by stating that a GoFund Me account should be created, in which residents and visitors can donate funds towards bringing back the fireworks. Jack Valianes asked if the beer garden will be returning this year. Reid stated that the beer garden caused too much trouble in the past and it is important that visitors support merchants and purchase beer from the restaurants and pubs on Main St. Councillor Hamilton stated that parking is going to be an issue more than ever this year as the Varley Plaza is now closed for construction. Larry Mariani asked if the fence between Main Street and Parkview Public School can be temporarily opened for this time temporarily. Councillor Hamilton stated that this is not possible, as the school and City has refused to comply. Reid continued by explaining the prime reason visitors come to the festival is for food vendors. Elisabeth wanted to ensure that the vendors do not overlap and compete with existing merchants, but instead compliment what we currently have.

10. Markham Jazz Festival

Linda Briggs and Sarah Kim from the Markham Jazz Festival provided an update for this years festivities. They confirmed that entertainment will be provided for the entire weekend, Friday night and Saturday all day will require a road closure, while Sunday will be completely open. The festival will be taking place on August 18-21, in which a free shuttle will be provided to patrons at Markville Mall and the Markham Civic Centre to avoid parking complications. Their current budget is \$125,000 - with 4 sources of funding currently from the government grant, corporate sponsorship, revenue from advertisement, and vendor fees. Linda ensured that the vendors will not be competitors to current merchants and will be of high quality in order to compliment the street. Currently \$56,000 is set to artist fees and \$24,000 towards advertising and promotion. \$3500 was asked of the BIA in order to fund street performers and increase street activity. Linda stated that in return the BIA will receive free advertising in the Jazz Festival Brochure and increased visitors/tourists to the street. Linda confirmed that the street closure on Saturday ends at 11PM, while programming on Sunday ends at 6:30PM. Tony suggested that there are a lack of performers on Sunday's and the festival should be extending entertainment hours to later in the night, possibly at the Bandstand.

Motion put forward to sponsor TD Markham Jazz Festival with \$3500.

Moved by Rob Kadlovski.
Seconded by Elisabeth Mensher.
All in favour.
MOTION CARRIED.

11. 2016 Advertisement & Promotion

Kendra explained that all of the BIA advertising contracts have come to an end this month, therefore the Board must decide which publications we should advertise with and for how long. The first publication for discussion was the Markham Economist. Ryan stated that the worst spending that can be done is on local papers, as the BIA will receive a better return from festivals.

Motion put forward to not advertise with the Markham Economist.

Moved by Ryan McLachlan.
Seconded by Sarah Iles.
MOTION CARRIED.

The second publication up for discussion was Snapd Markham. Ryan explained that \$4000 can be spend better elsewhere, such as Facebook in which you have the ability to reach thousands of people in our target audience. Councillor Hamilton stated that we should still be advertising in some form of print as not everyone is on social media and still rely on traditional print media. Ryan stated that the BIA should not be throwing money away on publications that are not affective, but rather capitalize on content creation. Elisabeth mentioned that she has seen benefit from Snapd Markham.

***With more to discuss on the agenda, members agreed to hold another BIA meeting on March 23 in order to finalize votes on publications, events, and budget.**

All in favour.
MOTION CARRIED.

Councillor Hamilton stated that he will be inviting Regional Councillors to meetings in order to get them more involved in local activities. He continued by providing a brief update on the development of washrooms on Main Street: A feasibility study was conducted recently, in which the City and planners have decided 2 accessible 4 washrooms will be built (for men and women). 3 options are being discussed, the location previously discussed by the rock, inside the Queens Hotel, or in the Planing Mill. It was discussed that if the washroom be situated inside the Planing Mill, then there can be a welcome centre as well as an office for the Executive Director. Councillor Hamilton confirmed that the earliest date for the washrooms will be 2017, but if the washrooms are to be built in the Planing Mill or Queens Hotel, we will be looking at an earlier date. The budget for the washrooms is currently \$400,000.

14. Financial Statements

Ray Smylie explained that at an AGM, board members are required to show membership where money is being spent exactly. Treasurer and Chair come together at the end of each year and breakdown the year-end budget and hand this out to

members. Handouts were not provided at the last AGM as they were just spoken on verbally. He continued by stating that members are to receive a detailed treasurers report showing where each dollar was spent. Rob Kadlovski explained that if he was seeking a document that showed exact amounts on certain publications or entertainers, he was not going to receive such a document.

Motion to adjourn.

Moved by Ryan McLachlan.

Seconded by Elisabeth Mensher.

Meeting Adjourned at 11:38AM.