



SETTLED IN 1794

Unionville BIA

Board of Directors Meeting

January 14, 2015

PRESENT: Andrew Black, Councillor Don Hamilton, Tony Lamana, Keing Li, Sylvia Morris, Paul Vasilovsky, Tom Vasilovsky, Regional Councillor Jim Jones

REGRETS: Larry Mariani, Rob Kadlovski

GUESTS: Wes Rowe, Ray Smylie, Charlie Deacon, Debbie Srmz, Ivy Wong

STAFF: Mary Pan

QUORUM: Yes

Regional Councillor Jim Jones arrived at 10:10 am

Tony Lamana leaves at 10:30 am

1. Pan Am Games Overview

Laurie Rose, City's lead for Markham Pan Am Games, gave an overview about the Pan Am Games and what is happening in Markham and its significance and opportunities. The Games are the world's third largest multi sport event and is surpassed only by Summer Games and Asian Games. Largest Intl. Sport held ever in Canada the Olympic bigger than Vancouver Olympics. Less than 6 months to go until July 10 to 26 when the official Games start. The Parapan Games kick off Aug 7 to 15.

Markham is starting 3 days before the official start on July 7. Here are some facts:

- 250,000 visitors
- 10,000 athletes
- 300 million viewers in broadcast systems
- Bringing together over 20,000 volunteers (largest peace time effort)
- 800 volunteers are registered for the City of Markham

Goals

The City's goal is to engage our community, celebrate our diversity, and share sport and culture options. The key outcomes: community awareness, engaging businesses in Pan Am activity, involvement in long term sport tourism, community involvement in sports.

City Pan Am Events

- Official opening of the new Markham Pan Am Centre was on November 23. It was a huge success and received outstanding media coverage.
- June 27 - The Torch Relay will be coming to Markham and coming through Main St. Unionville.

- July 11 to 19 - Eight day Street Festival at the new Markham Pan Am Centre.

Parking

Parking is available at Enterprise and there will be transit. Additional parking facilities on green space by the Marleigh.

Host Advisory Committee

20 citizens on the host committee is working with Commissioner and the Mayor and operate another 7 subcommittees. Rob Kadlovski and Mary Pan are members of the host committee. Amongst the subcommittee project initiatives include:

- Find Pachi / Grefie Social Media Campaign
- Grefie Social Media Campaign
- Marketing Materials/Campaign
- Sports Hall of Fame
- Music Project
- Public Art

Call to action

How would you incorporate Pan Am in what are you doing without burdening or taking extra costs. City is encouraging the merchants to Panamize and ignite what they are currently doing. It may be feature it on the City website. Procurement opportunities are listed on T02015 website. Pachi and Pan Am merchandise are available for retailing.

2. Approval of the Agenda

MOTION: Councillor Hamilton/Andrew

To approve the Agenda as distributed.

Carried

3. Approval of the Minutes of October 15 & November 19

MOTION: Tom Vasilovsky / Keing Li

To approve the minutes of October 15 & November 19

Carried

4. In camera item discussed

5. Action Steps on the Unionville Community Vision Plan

Regional Councillor Jones reports that the plan is approved, in principal, on January 13, 2015. There were three(3) main action items:

- Washrooms has been approved and sent to 2015 capital budget committee. Councillor Hamilton does not think washrooms will not be completed in time for the Games. He discussed the idea of bringing in trailers of upscale washrooms.

- Intervening politically at the school board level regarding the east west parking laneway and getting the gate opened. Although structured parking is a longer issue with the TRCA and may be problematic, Regional Councillor Jones believes it is not impossible.
- To convene a meeting with the landowners to see if they are amenable to hire someone such as a Development Officer to help move the vision project forward and help facilitate the process with the landowners. Although it is proposed that the landowners pay for the Development Officer, the board discussed that the cost of the officer should be borne by the City through development charges.

If the TRCA does not allow structured parking, Councillor Hamilton likes the idea of the alternate plan by having parking immediately north of the curling rink to serve the rink, curling rink, special events, and parking for everyone. He thinks curling club would be amenable to this option.

It was respectfully noted that the City was disappointed that there was not more landowners present at the Council approval meeting.

6. Financial Report

Approval on the financial statements for September, October, November, and December

MOTION: Regional Councillor Jim Jones/Tom Vasilovsky

Carried

Keing reported that for December we are ending the year with a surplus of about \$8700. He also advised that moving forward the City wants the BIAs to setup their own financial entity. This will mean opening up our own bank accounts and issuing our own cheques. There will be additional financial costs involved such as the cheques registration at a cost of about \$2000 to set this up. Mary reports that Markham BIA is staying status quo and has had an accountant working with them. Councillor Hamilton reports that the City wants to reduce their liability from a financial standpoint and avoid situations like the huge bus debt, which the UBIA is still paying off.

Keing proposes to use the surplus to pay off an outstanding \$10,000 bill with the Toronto Star. He reports this was previously discovered when Shauna Podruzny was unable to book an ad with Toronto Star because of this unpaid bill, which is likely related to advertising the bus. Mary said that she has successfully booked ads for the Toronto Star and continues to do so through working with their third party media representative. It was discussed that since the Toronto Star has not pursued payment and rather opening this up as an issue we shall continue as status quo.

7. 2015 Action Plan & Budget

Keing recommends for the new board put together the 2015 budget. Although Mary had a high level action plan to present, it was decided to wait and present to the new board for input. Mary is concerned about the timeline as Pan Am is quickly approaching. She also raised the concern about how to finance activating Pan Am with the existing budget while dealing with the current hyper-competitive

retail environment. There was a discussion around how to leverage and transport the people attending the Pan Am competitions and the City's multi-day festival event. It was discussed using transportation such as bus, horse-drawn wagons, and car dealership-sponsored vans. Councillor Hamilton thinks it would be great to create a promotional partnership with the Pan Am Centre, Hilton Hotel, and Unionville Main Street.

8. Communications

Sylvia reported that Queens Interiors is leaving and Tucci Armadio is moving into 154 Main St. 157 Main St. is still not leased and most prospects are interested in establishing a restaurant but this is not feasible as there is not a vent. 205 Main Street is still available for lease. Stiver House is still up for sale and apparently has increased its asking price.

9. New Business

Business & Marketing Development

In Larry Marini's absence and by his request, Mary communicated Larry's concerns about getting the street going. She shared his proposed idea of hiring an individual with Business Development background to help with attracting and leasing new sustainable tenants to the BIA. As well, Larry also thinks we should relook on how we have previously marketed and get some marketing expertise. Mary points out that since we have brought the marketing in house instead of working with an agency it has saved money but creates additional work. Tom thinks it would be difficult to attract higher end mall-like tenants as we do not have the traffic. Paul discussed the challenge on the size limitation on the square footage space available in the BIA. Tom discussed about the frustrations on the by-law restrictions and lack of consistency in enforcement. Councillor Hamilton reminded that part of the revitalization plan is to extend the building size and with the landowners support, the secondary plan allows for a greater variety of permissions. Tom feels that hiring a marketing guru will likely result in advice that we are already aware of and sometimes the money spent on these studies does not return on the investment. Having said this, Tom really liked the Charrette initiative and thought it was great brainstorming with the input from the merchants and community. However, over the years there has been a huge drop in people traffic and yet we have not had any significant action on the street. It seems to be at a standstill and we need the City's help. Paul reminds us that the washroom is a case in point, where a year ago it was noted that washrooms were of importance and yet here we are still without washrooms.

Unionville Festival

Mary reported that Mona Babin is unfortunately stepping down as chair of the Unionville Festival and the festival is looking for her replacement and other volunteers for committee leads. Mary reiterated the importance of the volunteers to the success of the festival.

AGM

The AGM is on Wednesday February 4 at 6:30 pm at the Old Country Inn. Discussion about reducing the number of elected board members.