

**Unionville BIA  
Board of Management Meeting  
Varley Art Gallery  
September 17, 2014**

**PRESENT:** Shauna Podruzny, Sylvia Morris, Keing Li, Don Hamilton, Tony Lamanna, Mary Pan, Andrew Black, Jim Jones; Guests – Ray Smylie, Wes Rowe, Elizabeth Mensher

**REGRETS:** Rob Kadlovski, Tom Vasilovsky, Paul Vasilovsky, Larry Mariani

**1. Approval of the Agenda –**

MOTION: Andrew/Don

To approve the Agenda as distributed

Carried

**2. Approval of Minutes of August 20, 2014**

MOTION: Keing/Don

To approve the Minutes of August 20, 2014-10-08

Carried

3. **Welcome** to Elizabeth Mensher from Glama Gals. Linda Briggs was invited to attend the meeting but was unavailable.

4. **Precinct Master Plan** - Jim reported that this is still with Council. Once the report is approved, it can be acted on. This may not happen until November due to the election.

**Taxes** - Tony asked about the tax issue and Jim said this was a separate issue. A meeting has already taken place with Andy Taylor who explained how taxes were calculated. Tony asked if a motion could be put in place to have the tax issue examined. Jim said once the Master plan is approved then each segment has to be dealt with separately. Keing asked if the mill rate was the same on Unionville Main Street as Markham Main Street. Tony asked why the City hasn't addressed this problem yet. Jim suggested that we set up a meeting with the right staff at the City. Mary will contact the Ontario BIA to see if they have any suggestions. Jim will try to get a meeting set up. Markham Main Street is attracting more retailers because of the lower rent and taxes. Jim mentioned that a lot of the taxes were from the Region not just the City.

5. **Financial Report** – Keing reported that of the \$234,00 approved budget , we have spent \$107,000 and have approximately \$126,000 left. There are some outstanding invoices of \$15,000 from the Heritage Festival. Grants have not been reflected in the financial statement. We received funds for the summer student and Terrilyn of \$5,000 and \$4,500. Mary would like to apply to Central Counties for a grant for Olde Tyme. Don asked if we should make a motion about Mary getting a new computer. Mary will investigate and let the Board know some prices. Elizabeth asked about fraudulent activity that is still showing in the books. Shauna mentioned this happened about five years ago. Tony said that we are paying back the City \$15,000 a year to offset the debt that was incurred.

**MOTION:** Keing/Sylvia

To approve the 2013 auditor's report from KPMG.

Carried

6. **Communications** – Sylvia reported that Joyce from Queen's Interiors is leaving the street the end of October. She is not doing well during the cold months. Joyce also thought that if there are more restaurants coming in this will force out the retailers. The fashion store did a midnight move. A gourmet donut shop is looking at #157. They still need to get a vent in the building to make this happen. Sylvia said that Ajay from Timothy's is planning on leaving and may go to Markham Main Street. The Mexican restaurant has been having arguments about the music he has outside. Mary has spoken to them once but will do this again to get to turn the music down. The alternative is to have the Bylaw people talk to them. Maybe a letter should be written about respecting the other businesses on the street. Mary will include this in the next newsletter. The Sarum Room business is up for sale.

Mary spoke about the lack of communications with the City about bookings at the bandstand. There were a number of dark nights and if the BIA had known in advance, they could have booked something.

7. **Human Resources** – Mary is currently going through resumes to hire an assistant and has five or six good candidates. She will begin the interview process soon. Should she have a board member present? Shauna said it was up to Mary. Shauna and Sylvia offered to sit in. The salary would be based on grants received. There is still some money in the budget that has been allocated for an assistant. The wage would be \$15 an hour. Terrilyn worked about 20 hours a week and this increases as we get closer to our events. Mary has saved money by not going to an ad agency. We've also had an assistant with computer graphic skills and that also saves money. Shauna mentioned that there is a lot more people through social media as a result of what Terrilyn did. There has been an increase of visits to website, Facebook and social media. She may be looking for someone a bit older with more experience that could jump into the role fairly quickly.

8. **Streetscape** – Tony reported that there is not too much going on right now,. The barrels will be removed soon as well as the hanging baskets. This will happen soon. Don mentioned how nice the flowers looked this year. Sylvia said that Steve Matunin is retiring and will be missed. He did a great job with the flowers on the street. Shauna asked about whether the City staff clean up on a Sunday on the weekends or is it left until Monday. She found the bandstand very dirty on Sunday mornings when they held the yoga classes. The City should be aware of the number of people on the street during the summer months on the weekends. Overflowing garbage is not good for tourism. We need to set up a meeting to discuss this. With the Pan Am Games coming, we need to look good. The floor of the bandstand is very dirty and Bill Dawson has complained about this as well. Tony suggested we invite Waste Management. Tony wasn't sure if this is going to be replaced. Mary said we need to light up the street. Tony said the light standards are almost 30 years old and should be replaced by the City. The street and the bandstand are too dark. Mary will organize a streetscape meeting and see if there are some funds available through Central Counties.

**9. Marketing & Events** – Mary reported that she has almost completed the Marketing plan. She is working with Central Counties to get better deals with media buys; i.e. Globe & Mail has given more impressions. She is working on partnering with Remington on welcome packages to the residents of the Downtown Markham. The budget is quite small for marketing so it's difficult to promote all the different businesses on the street. She plans to do more retail partnerships with the Economist & Sun and Good Life (quarterly). This gives everyone better rates. Sylvia suggested we have a full page once a month in the E&S with everyone participating. The creative is important and changing our branding over the years has made things difficult. The Christmas season is important. Mary is working with a new rep with the Economist & Sun.

Events – we should be looking at the events for next year. This year on Sept. 27 Doors Open plus walking tours, Oct. 12 Oktoberfest on Sunday. Mary has spoken to the restaurants about getting involved. There will be band at the bandstand, a strolling band plus the organ grinder will be on the street. Nov. 11 Remembrance Day, and Olde Tyme Artisan market at the Stiver Mill working with the Markham Arts Council. A meeting will be held next week for the Olde Tyme Christmas Candlelight Parade. Elizabeth from Glama Gal is interested in participating in the parade. Stiver Mill Farmers' Market will be moving into the Stiver Mill to continue the Farmers' Market until Christmas. Festival of Fire is something Mary would like to do next year with fire. This could work for Olde Tyme .

Toogood Pond – will be offering skating this year by plowing the pond. The building at the pond is under renovation and Donkey Cone will be going in there for the year. Could we pipe in Christmas music at Toogood and on the street? Crosby Park will have their small hut fixed up by the Rotary Club beside the baseball diamond to be ready for next spring. The Markham Arts Council will be inside the Stiver Mill and the Train Station on the Olde Tyme Christmas weekend. The Arts Council received \$23,000 to finish the year and \$15,000 for the first quarter of 2015. Tony asked that we have the whole month of December programmed to keep people coming to the street. What about putting huts on the street for the month.

Heritage Festival will have the wrap-up meeting next week. It was generally very successful. Mary asked the merchants and it really did not affect their sales. Some were down in sales. The on-line advertising received more click-throughs than before. Hard to estimate how many attended. Tony said that people will come to the street anyway on Labour Day. What about moving the Heritage Festival to a different date? This will be examined.

**10. Next meeting** – Wednesday, October 15 at 9 am at the Stiver Mill.