

**Unionville BIA  
Board of Directors Meeting  
November 19, 2014**

**PRESENT:** Andrew Black, Councillor Don Hamilton, Tony Lamana, Keing Li, Rob Kadlovski, Sylvia Morris

**ABSENT:** Paul Vasilovsky, Tom Vasilovsky, Larry Mariani, Regional Councillor Jim Jones

**GUESTS:** Wes Rowe, Ray Smylie

**STAFF:** Mary Pan

**QUORUM:** No

Discussion about recruiting new board members to serve the next term. Question raised about the resignation status of Shauna Podruzny, Paul and Tom Vasilovsky. Mary stated that we have not received an official resignation letter from the aforementioned. Rob suggested that a template resignation letter be written for this purpose.

**Action:** Mary to draft up a template resignations letter.

Discussion about planning for the Annual General Meeting. Andrew Black said it is important to have our matters in order prior to AGM. Since it is a busy period during Christmas, it was decided not to have a board meeting in December.

Mary outlined the Christmas and Winter Programs as follows:

**A. Olde Tyme Christmas Parade & December Festivities**

Plans are going well. New program enhancements include:

1. Holiday Artisan Show & Sale in collaboration with the Markham Arts Council – Dec. 5 & 6
2. Increased by 100% the seating for Breakfast with Santa. It is sold out. Unionville Arms Pub, Old Country Inn and Jakes are the participating restaurants. The dates are Dec. 5 8:30 am & 10:30 am and Dec. 6 a 9:00 am & 11:00 am
3. The Stiver Mills Farmers Market is extended through to December 21
4. Other programming during the December weekends include: Marshmallow Roasting, Carollers, Olde Tyme Specials, Horse-drawn Carriage rides
5. Vintage Carousel
6. Increased Merchant participation: Main Street Kids providing make & take crafts, Olde Tyme Specials: Dairy Queen, Ambiyon, & Planeta Mexico, Marshmallow Roasting: Jakes & Olde Firehall Parade Floats: Glama Tween Spa

Guest, Ray Smylie talked about the new electric candles the UVA will have available for sale in limited quantities. Mary noted the tremendous volunteer contributions that both Ray Smylie and Wes Rowe has given over the many years to the Olde Tyme Christmas Parade and many other events. It was noted

other committee members include Mavis Smylie, Judy Fleischacker, George Kiopoulous, Christl Reel, and Councillor DonHamilton.

Mary talked about the special arrangement she secured for vintage carousel. The cost is 75% less than Conklin Amusements quoted. It will help to light up the street and create ambience. This carousel is a pilot on a vision for larger Christmas Market next year. She talked about how the Distillery District have both a carousel and ferris wheel during December for their Christmas Market. The board supported the idea given that there was available budget.

Discussion around the \$8 low cost the restaurants charge for Breakfast with Santa. Don Hamilton mentioned that Markville Mall have a Breakfast with Santa and sells tickets for \$15 per person. Mary advised that the \$8 charge is just for pancake or french toast and that any additional items are extra such as beverage and sides. The spirit of the event is such that it designed for community goodwill and to help bring feet to the street.

## **B. Marketing & Advertising**

Mary is launching two campaigns:

### 1) Umbrella Brand Marketing Campaign

- Theme is centred our Heritage: Celebrating Olde Comfort & Joy. Creative is based on gorgeous photographic images of the street. Photographic images are courtesy of resident and professional photographer Lorne Chapman.
- Communicate the unique things & activities we have available to enjoy on the street. For Example from Breakfast with Santa, shopping, dining to skating on Toogood Pond & more

Advertised:

- 1) Print: Markham Life, GoodLife, Snap, Markham Economist & Sun
- 2) Digital: Yorkregion.com, Globe & Mail
- 3) Social Media
- 4) Outdoor: GO Stations
- 5) Posters

### 2) Retail Marketing Campaign

- Theme is centred around Holiday Gift Guide. Showcasing the eclectic range of gift ideas available from our merchants. Three categories: Gifts under \$25, Gifts under \$100, and Guilty Pleasure Gifts.

Advertised Digital:

1. Yorkregion.com
2. Globe & Mail
3. Website
4. Social Media