

# MINUTES OF THE UBIA BOARD OF MANAGEMENT

March 3, 2015

**PRESENT:** Councillor Hamilton, Sarah Iles, Simin Jahedi, Parveen Jhingan, Regional Councillor Jim Jones, Rob Kadlovski, Tony Lamana, Ryan McLachlan, Larry Mariani, Elisabeth Mensher, Stacey Sniderman

**GUESTS:** Wendy Kadlovski, Keing Li, Wes Rowe, Ray Symlie, Sharon Taylor-Woods, Ivey Wong

**STAFF:** Mary Pan

**QUORUM:** Yes

Regional Councillor Jones leaves at 6:45 PM

Sarah Iles arrives at 6:55PM

1. **Meeting was called to order at 6:09 PM**
2. **Approval of Councillor Hamilton as Acting Chair for the meeting until a new chair is elected during the meeting.**  
Carried
3. **Approval of the Agenda**  
Larry/Elisabeth  
Carried

Regional Councillor Jim Jones has learnt that the washrooms were not included in this year's capital budget and he will have more to report on this at the next board meeting.

## 4. **Approval of the January 14 minutes**

Ray Smylie asked about a more detailed financial statement and details of the contracted services line item. Keing Li and Mary confirmed that contracted services budget of \$67,000 was a preapproved budget item for two salaries.

## 5. **Approval of the Financial Statements**

Larry/Stacey

Carried

Larry asked about the \$16,000 office expense line item. Mary explained it consists of items such as a New computer, rent, internet. Elisabeth questions the amount exceeded budget by \$4000. Tony asked about investigating getting more grants this year. Mary had secured two grants amounting to \$10,000. Parveen ask about the taxation write-offs line item is about. Don believes it pertains to vacancies rebate.

**ACTION:** Don to get answer about the details of the taxation write-off. Don will send this info to Mary for distribution to everyone.

Don reinforced, going forward, this should be the process, where all the questions and requests should go through the Chair. The Chair will discuss and ask Mary instead of many different people going directly to ask Mary as it is counter-productive.

**ACTION:** Mary to get more details on the GL for Office Expenses line item.

Elisabeth asks about why \$46,920 was budgeted for advertising and yet \$20,000 spent. Mary explained that some advertising expenses may have been allocated to a different account such as events & promotions, it is also an estimated budget forecast, and ad expenses were also offset by the remaining \$25,000 carried over from the Central Counties Tourism Grant. Elisabeth asks that this should be reflected in the statements. Rob believes there should be a section included for everyone if expenses shown on books. Allocation of expenditures/Incomes shown on document needs to be cleaned up. City should be managing this; numbers are being brought from City and the City is responsible for the audit.

Parveen suggested that when we review the audited year-end Financial Statement to have a finance dept. staff present in order to provide additional information for questions.

**ACTION:** Don will arrange to have a City staff from the financial dept to present the audited year-end Financial Statement.

Keing Li reminds the board about the City's recommendation for 2015 that the UBIA become a financially independent organization. Councillor Hamilton does not like the idea because the UBIA will incur additional costs and increase work. Councillor Hamilton proposes a motion be brought forward if members want to oppose it and maintain status quo. Mary Pan advises that the Government of Canada has asked for the confirmation of the status of the UBIA as either a Public or Not for Profit organization. The Markham Village has learned if we are considered Public our summer student funding will be only qualify us for half the funding. This year, Mary has requested funding for three summer students instead of one student because of the increase in proposed events and the Pan Am Games.

**ACTION:** Councillor Don Hamilton to work with Secretary Stacey Sniderman to find out from the city the status of UBIA and benefits of being financially independent

## **6. Election of Chair, Vice Chair, Treasurer & Secretary**

Nominations for Chair: Elizabeth is nominated by Larry Mariani and she accepts. Regional Councillor Jones moved that the nomination of the chair is closed. Carried. Elisabeth Mensher becomes Chair.

Nominations for Vice-Chair: Ryan McLachan is nominated by Rob Kadlovski and Ryan accepts. Tony Lamana is nominated by Elisabeth Mensher and he accepts. Tony nominates Stacey Sniderman and she declines. Ryan receives two votes. Tony receives four votes. Tony Lamana is elected as Vice-Chair. Nominations for Treasurer: Parveen Jhingan is nominated for Treasurer by Elisabeth Mensher and he accepts. Parveen is the new Treasurer. Nominations for Secretary: Stacey Sniderman is nominated for Secretary by Elisabeth Mensher and Stacey accepts. Stacey Sniderman is the new Secretary.

**RATIFICATION:** To have Elisabeth Mensher as Chair, Tony Lamana as Vice-Chair, Parveen Jhingan as Treasurer and Stacey Sniderman as Secretary.

Carried

## **7. A Year in Review & What's Ahead**

Mary expressed the importance to get the board feedback and input. She highlighted:

- Situation Analysis: She inherited a challenging and toxic environment, where there was uncompleted projects and staff turnover of four Managers in five years. With constant staff turnover, UBIA has lost opportunities for building our mandate, continuity, consistent branding, and enriching partnerships.
- 2014 Marketing Successes: 363% Increase in FaceBook fans, Increased Digital Advertising, First time Online Advertising, Integrated Heritage Rebranding , Saved Money
- 2015 Marketing Objectives: Increased digital presence, Expand Market, Revamp Website, Save Money
- Proposed new 2015 events: Torch Relay, Heritage Days, Indie Fridays, Salsa Swing Saturdays, Pumpkin Parade & Festivities, Santa Heritage Train Express
- Strategy to leverage the Pan Am Games: to continue to bring heritage to life through increased enhancements and programming: Military re-enactments, First Nations dance, carriage rides, historical costumed story-tellers, guided heritage walking tours, history-inspired art installations. Shuttle transport visitors from the Pan Am Centre through sponsored dealership van and carriage rides.
- New Programs: Coop Advertising, Mix & Mingle Merchant Events, Hotel Tourism

Discussion around how to revamp the website. Marin Media Group was hired last year to work on our website. Ryan says that he doesn't want a flashy, interactive website, but rather one that is a neat 5 page enticing site that would attract people to visit. He believes it is very important to have SEO and the least expensive company he has found is \$750 per month to do this.

**ACTION:** Ryan to help lead the recommendations for revamping of the website.

**ACTION:** Mary to provide the details of the agreement with Marin Media Group. To bring in Marin Media Group to present .

## **8. Confidential Matter – In Camera**

Elisabeth Mensher congratulated Mary on the offer of a 1 year renewal of her consulting contract.

## **9. Other Business**

Going forward it was decided that board meeting will be the third Wednesday of every month 9am to 11am.

**Next meeting is on Wednesday, April 15 from 9am to 11am at the Stiver Mill.**