

MINUTES OF THE UBIA BOARD OF MANAGEMENT

April 15, 2015

PRESENT: Sarah Iles, Parveen Jhingan, Elizabeth Mensher, Tony Lamanna, Ryan McLachlan, Larry Mariani, Councilor Don Hamilton, Regional Councilor Jim Jones, Stacey Sniderman

ABSENT: Rob Kadlovski, Mary Pan (Staff)

GUEST: Sharon Taylor-Woods, Ray Symlie, Debbie Smrz

QUORUM: Yes

1. Meeting called to order at 9:19

2. Approval of the Agenda

Parveen/Stacey
Carried

3. Approval of March 18th Meeting Minutes

Stacey advised the meeting minutes were submitted to Mary for final review prior to publishing. Mary has been absent and documents were not present for this meeting. Stacey to send out the meeting minutes by Thursday, April 16, 2015, if no update from Mary.

Action: This agenda items will be carried over to next meeting for approval once the board has received ample time to review.

4. Approval of March Financial Statements

Elizabeth has asked that this be moved to next meeting as it, as she has requested that the signing officers to be changed, wasn't completed. Elizabeth also had to request from the City's accounting dept asking if there was any outstanding, any invoice submitted etc. The City responded by saying they had been waiting for Mary. Elizabeth also advises the last pay was signed by previous board members. As of today, none of the executive board has seen anything. And therefore cannot comment of item.

Action: This agenda item will be carried over to the next meeting for approval once the board has received ample time to review.

5. Approval of the 2015 Budget

Elizabeth advised that the budget was increased as per the request of the City. Budget was based grant submitted to Central Counties and low number of sponsorships. Elizabeth has been working on sponsorship program as she believe we have access to a lot more than just \$5K around us considering all the businesses, construction etc. Elizabeth makes everyone aware that the CC grant submission of signed and delivered without any current signing officers signature on it. Elizabeth, Parveen and Tony had been working on it, few items were to be changed and was unfortunately submitted without their

signatures. Sarah asking Elizabeth what CCT grant is, Elizabeth states and confirms that, as the UBIA will put in 50K and Central County will then match the 50K, which leaves us with \$100K total. Elizabeth then elaborates and explains that if the monies are given, we then can input more events into calendars. Elizabeth then, does a short review of the realistic events calendar without the grant in mind and expresses that should would like everyone to review.

Parveen advised that the city has request that we lower our contracted services number by \$431 as it was over budgeted from last year. Therefore the amount was reduced. Parveen that mentions the Events/Entertainment budget will change if grants do come through. He then mentions that Elizabeth, Tony and himself think there should be a emphasis on street beautification this year as we would like to have our best foot forward when inviting people to our street.

Elizabeth mentioned that the budget has to be approved by a membership (which was supposed to be done at the AGM meeting), with that being said the executive committee proposed date of Wednesday, April 22nd, 2015 as it need to be submitted to town by April 24th, 2015. She stresses that meeting need to have ample given notice to membership and public.

Tony asks why deadlines are so crunched and something being missed. (Approving minutes, approval of budget etc.). Elizabeth stresses she has been dealing with everything she is being dealt with the information she is being given. There is still many items at she has yet to receive an answer on items that have been requested. She also advised that she requested a list of all outstanding contracts, anything promised or owed so that the items could be incorporated into this year's budget and unfortunately, on Easter long weekend, Elizabeth had been back and forth with the Town in regarding to Print Advertising in Markham Life that we supposedly promised monies to, She was only privy to the information on this Friday when deadline was Monday the following week. These are examples of what is happening.

6. Website

Elizabeth highlighted that this is an issue and might be becoming a financial issue as well. She has reviewed records, minutes and background work and found the follow: 2 years ago, 5K was spent on website, which we have been told we are locked out of. Another 4K was spent as per Mary – Elizabeth had asked Mary in previous UBIA meeting who given her approval for the 4K, Elizabeth advised there was no response given. She is concerned we do not have a clear view of our website, who owns, how much we have spent and why not changes or update made. She has asked for the password, IP, domain etc, with no answers given as of yet.

Elizabeth advised that Ryan maybe has received the info. Ryan expressed his thoughts that he doesn't believe that the Chair should hold that information, as this is not her duty. Elizabeth advised that she should be privy as it is her job to direct the street and make changes/updates if necessary. Ryan disagrees and re-iterates the fact that it's the entire Board's job to direct the street. He doesn't believe that any board member should hold the information as this info should be held by the Executive Director. Elizabeth would like to know what we do in the case the Executive Director is absent. Ryan suggests to Elizabeth that we need to take out the personal issues when dealing with any matter. Elizabeth confirms no personal feelings affecting this, it merely an non deliverances of items from the Executive Director. Elizabeth re-iterates that it is our responsibilities as Directors of this Board to act in the absence of the Executive Director when it starts showing poorly on us as a street/merchants (ie: Easter is still on website, fire is still on website etc.)

Guest, Sharon Taylor Woods shared the information of a previous motion that website is owned by the UBIA and that a member is to service it. She also advised years ago, it was the Chair on the behalf of the merchants and at one point, Secretary/Treasurer was doing it. Sarah and Sharon advise a need of refreshing.

Ryan suggests we vote on how makes the changes to website. Board agrees. Motion is then put forth, yet Ryan request to save the motion until after the Marketing Committee Update. All agreed.

7. Executive/Signing Officer and Procedures

Elizabeth wanted to give an update on the signing authority changes. Signing officers have now been changed to Elizabeth, Parveen, and Tony are now the official signing officers. Any documents that need approval will have to have 2 out of 3 signatures on it.

8. In Camera Matter Discussed

9. Marketing Committee Update

Marketing Committee consists of Ryan, Elizabeth, Mary, Debbie Smrz, Christina Dallimore of Whole Foods and Jim Motton and has had their first meeting.

Ryan provided a summary of what they will be looking at during the year such as marketing challenges, advertising in print, media, and online. They will create 3 different profiles to fit the customers that are marketing to so that there is better direction to how we will attract.

As a new committee working with a clean slate, they are asking all the questions as to who, where, how we having been advertising and have it been affected. Ryan believes respectfully that it haven't been as of yet.

The committee will be investigating also how to measure the effectiveness of the advertising.

He highlights that "Unionville" does not come up when Google search many topics such as "dining in Markham, shopping in Markham etc., which it should. We currently have no way to track how many people view/click on to our Unionville website, this will need change.

Ryan has asked the Board to help create a public relations list, as there is none currently. This can consist of contacts in advertising, other business owners who would be willing to sponsors some of our events. Marketing committee to compile list.

Ryan also highlights that branding is a need. There are currently 3 different "Unionville" logos:

- a) "Unionville" Maroon at south entrance of Main St. off of HWY 7
- b) "Come to Life" Unionville Logo on website
- c) Black "Unionville" logo on all print work such as UBIA meeting agenda and pamphlets.

The logos were discussed at the meeting and Elizabeth suggested we continue to use the current logos situated at the entrance of Main St off of Hwy 7, as this is the largest and most costly. All members of committee agreed. Tony also added that in prior meetings, this was the same verdict and was put in meeting minute for the records.

One last note, Ryan spoke with Lou from Tucci Armadio and he has asked Ryan to convey that he would like to do an co-operative advertisement which he has done in the past and has been effective, for Mother's Day in the Economist print. If anyone is interested, Please contact him.

10. Queen's Hotel Fire – Parkview PS Access

After the initial Queen's Hotel Fire meeting took place, Tony raise the question that if the fire had been on the west /north side of building, the emergency team and evacuation process happen as access is very limited. Tony has asked the a motion be put in by our Regional Councilor/Councilor to have the access gate opened on the Fonthill Blvd. side to create better access to the west/rear side of street in the event of another emergency. Elizabeth advised the Fire Chief has agreed to supply a letter in support of the request.

Motion: Motion has been passed the have an appropriate 2 way exit for safety on the Fonthill Blvd. We ask that the City investigate the opening of the gate between parking lot and the Parkview Public School in order to have access in case of any emergency.

Tony/Elizabeth
Carried

11. Unionville Festival Update

Elizabeth has a meeting with the Reid McAlpine, Chair of the Unionville Festival on Friday, April 17, 2015 at 2pm. Located at Glama Girl Spa. Should anyone like to join, please advise Elizabeth.

12. Other Business

Regional Councilor Jim Jones asked for an update on Pan Am Games. Rob and Mary both sit on board but both absent. Our portion of the budget set for Pan Am was taken off as it was going to be used towards a one-time fire show for \$20K which the budget committee decided could be used towards something more beneficial like transportation to and from the street. The only concern at that point would be a driver and insurance.