

MINUTES OF THE UBIA BOARD MEETING

August 19 2015 at 9AM @ Stiver Mill 9 Station Lane, Unionville ON

PRESENT: Sara Iles, Elisabeth Mensher, Tony Lamanna, Regional Councillor Jim Jones, Councillor Don Hamilton, Parveen Jhingan, Simin Jahedi, Rob Kadlovski,

UBIA Members Present: Sharon Taylor-Wood, Jonathan Loiselle, Debbie Smrz, Marco Puopolo, Neelo Ahmadi, James Ahmadi, Tom Vasilovsky, Zoran Konević

GUESTS: Wes Rowe, Alba Colonna, Ross Marin, Phoebe Fu

REGRETS: Stacey Sinderman, Ryan McLachlan Larry Mariani

Staff: Kendra Hui

QUORUM: Yes

1. Meeting called to order at 9:05AM with Elisabeth Mensher as Chair. Elisabeth welcomed everyone to the meeting and assured all attendees had copies of the required documents sent prior to the meeting.

2. Approval of the agenda.

Moved by Councillor Don Hamilton.

Seconded by Councillor Jim Jones.

MOTION CARRIED.

3. Approval of July 15, 2015 Meeting Minutes.

Moved by Councillor Jim Jones.

Seconded by Councillor Don Hamilton.

MOTION CARRIED.

4. Marin Marketing Group - Website

Chair Elisabeth introduced Alba Colonna and Ross Marin from The Marin Marketing Group. Alba Colonna introduces and guides UBIA members and guests through the sample web homepage, explaining the vision for Main Street and requesting that merchants provide high quality photos for the business directory. She continues to state that the website aims to embody Main Street Unionville's history while keeping visitors engaged.

9:11AM Tony Lamanna arrives.

Tom Vasilovsky asks if a professional photographer will be provided in order for stores to have high quality photos. Chair Elisabeth responds by saying the UBIA will be bringing in a photographer on a certain date to take a photo for each merchant as well as photos of the street. Rob Kadlovski asked Alba and Ross if it is possible for videos to be displayed on the website and in the store directory profiles. Alba replies by saying it is definitely a possibility and will look further into it as website develops. Elisabeth suggests changes for the main page, asking that "Shop & Indulge" be changed to "Fashion & Specialty", that the site features photos of the horse & carriage rides, and that "Meet & Explore" be changed to "Meet & Celebrate". Alba states the latest the website will be finished is in 6 weeks, maximum. Tom Vasilovsky states that the home

page should feature different shots of the street instead of the one that is commonly featured online. Neil Ahmadi asks Alba if she is able to provide past photos of the Queens Hotel, as the building is not in a state to be photographed. Alba replied by saying that would not be a problem.

9:19AM Alba Colonna and Ross Marin leave meeting.

5. Washrooms.

Chair Elisabeth introduces Phoebe Fu from the Town of Markham, here to present the current state of the washrooms on Main Street Unionville. Phoebe hands out presentation documents to all UBIA members and guests. Phoebe then explains the past decisions and studies that were performed for the possible washrooms on Main Street. She continued by stating that in 2008 and 2011, the feasibility study stated that the washroom build cost was estimated to be \$38, 000. At this time, there was no approval for design or location. As of right now in 2015, there is no room in the capital budget for washrooms. Phoebe stated that Councillor Don Hamilton and Councillor Jim Jones will put in a request to include the build of Main Street Unionville washrooms in 2016. Phoebe continued to explain all the locations that were reviewed but ultimately decide due to various factors. Phoebe explained that the current option for a washroom build would be located at 185 Main Street Unionville, as a store front washroom. The cost of this build is estimated to be \$400, 000. Phoebe assured that the cost for this build will not be coming out of the UBIA budget or taxes, but from the city taxes. She then continued by saying it is not a guarantee the washrooms will be approved following a request, as the city must balance their budget to see which projects are feasible or not. If the washrooms are approved in the 2016 budget, consulting will be performed in the year 2016 and construction will not be until 2017. Tom Vasilovsky asked if the cost will go up within the next few years. Councillor Jim Jones replied by saying it might cost less than \$400, 000 in the future. Councillor Don Hamilton ask that people and the UBIA support the request for washrooms at 185 Main Street Unionville to ensure approval and build. Chair Elisabeth asked Councillor Don Hamilton notify the UBIA when meeting is taking place so members can attend and support the request for washrooms.

Motion put forward to receive presentation and support the washroom build at 185 Main Street Unionville.

Moved by Sara Iles.

Seconded by Councillor Jim Jones.

9:51 Phoebe Fu leaves meeting.

6. Possible Filming on Main Street.

Chair Elisabeth hands out documents containing information in regards to the possible Master Chef Challenge filming on the street. Chair Elisabeth introduces the filming of Master Chef Canada and explains the challenge, notifying everyone that it will require a street closure possibly on September 24, 2015 from 7AM to 6PM. She continued by stating that she understands some merchants do not want to be featured on television and all that is required to ensure this is a signed document provided by CTV. Chair Elisabeth explains that although the street will be closed, parking will still be accessible

and people are still able to walk on the street/sidewalks and visit businesses. Chair Elisabeth continues to explain that because CTV has a limited budget for this filming, the UBIA has had to help to cut costs, as we will be receiving \$2500 for the filming. She then states that although this is a smaller amount than what the UBIA normally charges film companies, this show in particular brings in 1.6 million viewers, something that the BIA is not able to access, even though paid advertising. Marco Puopolo stated that construction is scheduled to be by the Planing Mill in early September, thus causing not only plenty of noise but also a large amount of debris in the air - all which might affect the filming. Chair Elisabeth replied by saying the date of construction is yet to be confirmed. Marco then suggested that CTV should be aware of this prior to filming. Sharon Taylor-Wood asks how much merchants will be paid personally for the filming on the street. Wes Rowe then asks that the time of the filming be cut down a few hours as many people use the street as a route to travel through from work during rush hour times. Chair Elisabeth replied by stating she will request this from the producers of Master Chef Canada, suggesting road closure to end at 5PM. Chair Elisabeth replied to Sharon Taylor-Wood that merchants will not be individually paid as the film company will not be on/in merchant's property, and if they will be using merchant space, merchants will be compensated. Chair Elisabeth continued by saying, that this is a great opportunity for the street, bringing plenty of people to the street, and bringing a great amount of exposure to the street - something that the UBIA could ever obtain through traditional paid advertising. Sara Iles asked what would happen if it were to be raining the day of filming. Chair Elisabeth replied by saying they are well equipped and will have tents where necessary. Zoran Konević questioned the role of the BIA and asked to confirm that the BIA represent all merchants. Elisabeth replied by saying the UBIA does represent all merchants, and in when presented this opportunity by CTV, she made it a priority to speak to merchants in person to receive their feedback and ensure they were onboard with the project. Zoran then stated that he believes this will not benefit the street and the \$2500 offered from CTV is laughable. Chair Elisabeth replied by stating that this is a fantastic opportunity to receive a great amount of exposure to 1.6 million viewers. The UBIA should be open to trying new things in order to be successful. She continued by saying although she is unable to guarantee this will be a great success for the street, she is also unable to guarantee that everyone will have an incredibly successful day with out the filming of Master Chef Canada. Zoran replied by stating that there are too many politics on the street and if people do not agree, how can a decision be made. Chair Elisabeth responded and said she has spoken to merchants and they are excited for the filming and the exposure it will bring to the street. Sara Iles then says in the past in 2002, CTV filmed parts of the Canadian Golf Classic on Main Street Unionville, and that was proven to be very successful for merchants. It brought ongoing visitors to the street even past the air date. Wes Rowe then states the latest road closure for the 18th Annual Markham Jazz Festival hurt the street as it was not properly advertised and promoted. Chair Elisabeth responded to Wes by saying we have spoken to the Markham Jazz Festival organization in regards to the unfortunate Jazz Festival weekend. Tony Lamanna asked how the road closure process works. Councillor Don Hamilton explained that the City of Markham makes the ultimate decision for road closures. The UBIA can definitely give them their input on whether or not they are in favour or against a certain road closure, but if the city makes the final decision. Chair

Elisabeth then explained that the UBIA should try something new, and if everyone wants new people to come to the street, we should want to try new and exciting things in order to do so. Sara Iles added that this is national T.V. where they are constantly repeating "Main Street Unionville", thus bringing new people who were previously unaware of the street, now excited to come and explore. Marco Puopolo asked if the road closure will be extended to the Planing Mill area. Chair Elisabeth answered by saying the road closure barricades were completely up to the producers of the show, in which they have decided to stop the road closure at Fred Varley Drive. She then ensured that when filming, she ask the producers to take shots of the Planing Mill and feature it on the show when airing.

Moved by Sara Iles.

Seconded by Simin Jahedi.

Recorded Vote: Sara Iles, Elisabeth Mensher, Rob Kadlovski, Simin Jahedi, Councillor Jim Jones, Tony Lamanna.

7. Signage on the street.

Councillor Don Hamilton explained that signage has been an ongoing problem on the street, therefore the City's Sign Bylaw must be looked at for revision. He continued to explain that in the current bylaw, a-frame signs are only permitted if they are located 9 meters from the sidewalk. Councillor Don Hamilton stated that he has never and will not call the city's bylaw officer if a merchant is displaying signs against the bylaw but if a person was to e-mail or call him with this issue, he must forward the information to the bylaw officer. Councillor Don Hamilton added that until the bylaw is revised for revisions, merchants must be familiar with all sign bylaws and respect the bylaw that is currently put in place. He continued by stating when the bylaw is being revisited, to please let him know the changes you want, as long as they are not a safety issue. He explained that in the current by law new business are permitted to display signs the first 2 weeks that they are open. Councillor Don Hamilton added changes can definitely be made for the better of the street, but there is a reason there are by laws - we do not want the street to be filled with signs & banners, making it look like a flea market. Rob Kadlovski agreed that the bylaws should be reviewed but signs must follow the look of the street. Rob continued by stating a meeting should be held where each attendee must have a copy of the bylaw and look at it together to see what changes should be made. Councillor Don Hamilton agreed that a meeting should be held first in order to abide and respect the current bylaws in place and take a look at what should be added/changed to the future bylaws. Marco Puopolo stated that in the few weeks Unionville Gelato Co. has been open, bylaw officers have been at his business practically everyday with complains pertaining to everywhere from signage to not being able to hand out coupons or flyers. He continued by stating he has yet to receive a fine but when he questions the bylaw officer, exactly what he is doing wrong, the bylaw officers are unable to give him a straight answer. Marco added that the Farmers Market have signs placed through out the street that are not heritage, thus not following the bylaw. Chair Elisabeth Mensher responded by saying that she looked into this and because they are a non-profit organization, we are not able to govern this issue.

10:28AM Rob Kadlovski exits meeting room.

Chair Elisabeth Mensher then stated that we will invite the city's claw officer as well as those working in the heritage department to the meeting in order to clarify the bylaw and move forward. Tony Lamanna stated that patrons visit Main Street Unionville for the heritage, therefore merchants must abide by the bylaws in order to maintain a heritage street.

10:31 Parveen Jhingan & Debbie Smrz enters meeting, Rob Kadlovski re-enters meeting.

Motion put forward for merchants to review and familiarize themselves with the City's Sign Bylaw 2002 - 94, and have an open discussion on changes.

Moved by Sara Iles

Seconded by Councillor Jim Jones.

MOTION CARRIED.

8. Deliveries.

Chair Elisabeth explained that deliveries on the street have been a continuous issue, as many park illegally for great amounts of time. She continued to state that merchants such as Starbucks have made the effort to reschedule their delivery times to 12:00AM, so other merchants must follow as well. Chair Elisabeth added that if you have a delivery truck that will be delivering for a longer than a few minutes, please ask that they park and deliver from your business parking lot or reschedule the delivery time. She continued by saying delivery trucks such as UPS or Purolator are fine to park at the side, as they take no longer than a few minutes. Marco Puopolo added that if you have an issue, please talk to each other as neighbours, instead of creating larger problem.

9. Office space ruling.

Councillor Don Hamilton confirmed that office spaces, in particular Royal LePage, must have their offices 10 meters back from the store front as per the ruling. Sharon Taylor-Wood asked if the office is permitted to use the store front entrance or are they to use a back/side entrance. Don Hamilton stated that there is currently no ruling, but to e-mail Rosanna Punit at the city to confirm.

10. Queens Hotel.

Chair Elisabeth Mensher explained the issue of the Queen Hotel building, as maintenance was a concern to merchants. Councillor Don Hamilton added that landscaping is an issue as the weeds are taking over the store front and dead trees in the back are a safety hazard. Neelo Ahmadi explained that they have been slowly working with contractors to maintain the weeds and trees but there is still work to be done. As for the building itself, it has become a long process out of their control, but they will be starting the process hopefully next month. Neelo continued stating the estimated finish date for construction and rehabilitation is 6-8 months away. Neil requested the assistance of Councillor Don Hamilton and Councillor Jim Jones for receiving permits from the City of Markham. Councillor Don Hamilton and Councillor Jim Jones confirm that they will assist in expediting the process. Don Hamilton added

that he has received complaints in regards to the maintenance and forwarded them to the bylaw officers and forestry department, as the dead trees are a liability. Neelo replied by saying they have received the complaints and are in the process of removing the trees.

11. Streetscape.

Chair Elisabeth Mensher applauded Vice-Chair Tony Lamanna for the fantastic job he has done on the streetscape for Main Street Unionville. Tom Vasilovsky inquired if flowers could be added to the entrance bridge to Main Street Unionville, as done so in the past. Rob Kadlovski stated that the city is responsible for watering and maintaining the flowers. Councillor Don Hamilton responded by saying every year this request has been submitted and declined as the city does not want to maintain these flowers.

12. Parking

Tom Vasilovsky explained that he is looking to fix the Unionville Arms parking lot costing \$6,000-\$7,000 as well having it relined, costing \$700-\$800. He continued to say that the current state that it is in will ultimately cause him to lose his older customers, as they are unable to walk through gravel and broken up pavement. He added that he will be talking to the city in order to properly follow through on the procedure of privatizing his parking lot for Unionville Arms customers.

13. Fall/Christmas Sponsorship Package.

Chair Elisabeth hands out Fall/Christmas Sponsorship Package documents to all attendees. Chair Elisabeth then explains the purpose of the sponsorship package, providing opportunities to companies as well as helping the street financially. She asked that all attendees take a further look at the sponsorship packages and e-mail their input and opinions.

14. Blackouts on the street.

Councillor Don Hamilton explained that 4 merchants on the street (Lou Lou's Boutique, The Unionville Arms, Planeta Mexico, and Starks Barber Shop) have been frequently experiencing blackouts. Tom Vasilovsky confirmed that that within the month, they have already experienced 2, greatly affecting their business. Councillor Don Hamilton stated he will reach out to Mayor Frank Scarpitti and work with Councillor Jim Jones on looking into this issue and make upgrades where necessary.

15. New Business.

Councillor Don Hamilton explained a resident made it aware that their business is not part of the UBIA boundary, therefore asking that they not be part of the UBIA and be refunded their BIA tax money. Chair Elisabeth Mensher asks Councillor Don Hamilton if this will affect the BIA, now that two residents will no longer pay BIA taxes. Councillor Don Hamilton confirmed that because it was a mistake made by the City of Markham, they will be paying the costs for the refund. Chair Elisabeth Mensher stated that the BIA should not have to suffer financially due to a mistake made by the City of Markham. Rob Kadlovski suggested the UBIA speak to Ron Minken and Sylvia Houghton for their perspective.

Rob Kadlovski put a motion on the floor for the Councillors to uphold the 50/50 by-law, that it should be enforced and to take corrective actions where such is the case.

16. Next Meeting

Chair Elisabeth stated the next UBIA meeting is scheduled for September 16, 2015 at 9:00AM at the Stiver Mill.

NOT SURE WHO MOTIONED TO ADJOURN