

Unionville BIA Monthly Meeting - March 25, 2009

Attendance:

Board: Sylvia - Sylvia Morris; Sharon - What Girls Want; Greg - Unionville Trading Post; Tracy - Unionville Trading Post; Angela - Noteworthy
Members: Dave Conway-Queen's 400; Grace & Isabel - EmArt Works; Joyce - Queen's Pantry; George - Treasure Towne; Mario - Harvest
Michelle - for Royal LePage; Kim - for Royal LePage

Regrets: Sarah - Cigar Bodega; Councillor Joe Virgilio

Staff (UBIA has no staff)

The Meeting of the Unionville BIA was held on March 25, 2009 at 6:00p.m., at Harvest Wine Bar, 175 Main Street, Unionville.
UBIA Chairman G. McCormick presided. Called to order at 6:12pm. Introductions of all present.

1. **DISCLOSURE OF PECUNIARY INTEREST** - none declared
2. **MINUTES** - Motion to approve minutes. Moved by Sharon, seconded by Sylvia. Carried.
3. **PRESENTATIONS** - none

4. DELEGATIONS / DEPUTATIONS

Chairman noted Bill 130 and that new rules from the province and town must be followed. Chairman noted that UBIA has always tried to keep meetings open by encouraging members to attend, to speak and discuss issues, but now UBIA has been told that meetings must be more formal. Form provided for deputations, so people present could speak to an issue, similar to a town Council meeting. Same rules.

Kim Galway for Royal LePage. Questions about budget, bylaws, in-camera, UBIA support for the current OMB appeal regarding application from 161 Main Street Unionville.

It was outlined that there are new rules under Bill 130, and that UBIA has always been in support, for 20yrs, of the by-law, which prevents offices from replacing retailers on the ground floor of Main Street.

Dave Conway for Queens 400 spoke about advertising for Main Street Unionville.

It was noted that the level of advertising from the Unionville BIA has never been so extensive as it has been in the last 6 years. The policy of a major reduction in advertising rates for UBIA members, that has been offered for the last few years, including the recent ones for web, radio and print ads, will continue and expand.

Michelle Risi for Royal LePage. Questions about contact info for members, discounted ads rates, who can be on the UBIA Board, and how to get on the UBIA Board.

It was noted that contact info used for Royal LePage is what has been submitted, but if anyone wishes to add another then please email the UBIA. Rules and guidelines for the Board are part of the Municipal Act from the province with further guidelines from the Town of Markham.

5. **PETITIONS** - none
6. **a) REPORT 2009-1.3.25 - Chairman's Report (March 25, 2009) attached** Report be received.
b) REPORT 2009-2.3.25 - Unionville Festivals & Events (March 25, 2009) attached Report be received.

7. MOTIONS - none

8. COMMUNICATIONS - It was noted that a number of emails were circulated regarding Bill 130 and legal issues.

9. NEW/OTHER BUSINESS

10. IN-CAMERA ITEMS

Moved by Sharon, seconded by Tracy. That, in accordance with Section 239 (2) (c) of the Municipal Act, General Committee resolve into an in-camera session to discuss the following confidential matter:

- (b) personal matters about an identifiable individual, including local board employees;
- (e) litigation or potential litigation, including matters before administrative tribunals, affecting a local board;

MOTION TO RISE AND REPORT Moved by Sharon, seconded by Tracy.

That the UBIA rise from in-camera at 8:50pm. That UBIA contribute \$3000 to expenses in defending of by-law. Carried.

11. **ADJOURNMENT** Moved by Sylvia, seconded by Sharon.
Meeting adjourned at 8:52p.m. That the meeting do adjourn.

CARRIED

REPORT 2009-1.3.25 - Chairman's Report (March 25, 2009)

A. Wedding Show - success - thanks to Angela, Tina, Sharon, Tracy; increased attendance; great show for vendors

B. Earth Hour - Unionville 8:30 pm Saturday evening, each business can register, maybe press, good PR, info emailed to UBIA members

C. 20 Minute Makeover - Friday April 24th, free PR

D. Streetscape Flowers - until last year UBIA (& MKM BIA) only ones to contribute to the Town's flower budget, but after extensive volunteer time and meetings with the Town, initiated by the UBIA in June 2005, the BIAs were relieved of this bill in May 2008. No other areas contribute even though flowers on Middlefield, Denison, Victoria Square, Yonge Street. Map given to UBIA to look at and comment on from meeting with Town staff in mid March. There was general agreement that the UBIA was not in favour of the reduction in flowers in the Main Street Unionville area and request that the Town return the flowers. It was noted that UBIA members pay high taxes, require flowers from the Town's program for the ambiance and tourism.

E. Public Washrooms - At Crosby Arena, washroom doors are at the side and the Town noted it will try harder this year to mark with signage, a long standing promise. UBIA has always been in favour of permanent washrooms at the Bandstand - UBIA has been programming there for the last 6 or 7 years. Performers had to go. In 2008, Town placed some temporary ones, without UBIA (promised) location consultation, and they were smelly and ugly. For 2009 Town has budgeted \$200 000 for a washroom location. Await an update from the Town on this issue for 2009 summer season. It was noted that some UBIA members were at the Public Meeting earlier in the month, with the community choices being: 1. recycling depot 2. train station 3. bandstand . UBIA was called by the local press as Councillor Webster had noted Main St Markham has location to go now if Unionville can't pick, will go to Markham.

F. New restaurant - It was noted that complaints were received about the new odour. Ventilation?

G. Gateway Sign - 8 years coming to close on lots of UBIA volunteer time on this issue. Received approval for Main St & Hwy 7 and Kennedy and Carlton. Heritage sign approval for this season. Important to keep and market "Unionville" name - like Toronto with neighbourhood names. Other highway signs on the 404 UBIA pays, negotiations for large sign - trying to put large on 404 north (2009), 404 south (2010).

H. Brochure - coming soon, thanks Angela - beautiful, great graphics, highest demand item - ads, Toronto tourism, groups, business Businesses who took an ad got a link on the website. Unionville brochure is best in GTA if not Ontario

I. Room Key at Hotels and Hotel partners. goes to groups, in all the hotels, concierge - years of work to build up this partnership. Important for neighbourhood and shopping and dining and events and attractions, Toronto visitors - VFRs

J. Unionville Festival - one of the largest in north end of Toronto; 40th festival, locals stop with festival. UBIA will be discussing with Festival Committee the Friday night street party, restaurants extending, and cooperation. It was noted by members that security is a concern, but Festival Committee has stated they will be hiring more security and police. It was noted that the Festival predates UBIA.

K. 170 Main Street - new owner - Nicolby's. Firehall leaving → those who used to carry the street long gone
- new roof, copper trim, lights, old firehall confectionary, no lotto, no tobacco
- owners live in town, working with heritage, consulting
- proposal for ice cream, no take out, packaged and more general store, April 1st COA

It was noted that there were general concerns about level of take out, possible expansion of restaurant use, restrictions, use.

L. Parking - April 1st pedestrian boulevards begin again during evenings, weekends, and holidays. Town By-law officers issue tickets.

M. Bands - want to do business, spread music on street, good performers - BIA chooses bands without any money from Town. After several year of successful bands at the Bandstand, appears Town wants control of bandstand, so UBIA to use Main Street. This item relates to related to April 1st parking - more pedestrian, prefer people along Main Street.

N. Markham Centre - Kennedy - Warden, 407 - 7, ~50 000 people expected, more large buildings
- Markham Centre Committee need UBIA rep to sit on Committee.
UBIA has requested a Main Street Unionville economic impact report.

O. GO Transit - full day service, shuttle bus for am and pm, will ask for bus to be added during day

P. Advertising - Economist and Sun regular promotions. It was noted that they are available to UBIA members: full page buy at greatly discounted rates, Toronto Star , Radio 88.5 (some members currently advertise here), with more to come.

REPORT 2009-2.3.25 - Unionville Festivals & Events (March 25, 2009)

It was noted that the UBIA for the last 6 years had focussed on events to bring people to Main Street. Focus is on pedestrian friendly streetscape for visitors to come and enjoy Main Street and its uniqueness. After each event UBIA discusses positives to move forward with for the next year. Listing distributed as discussed in 2008. Focus this year will be bringing people to the street, having them stay longer, use of bands & entertainment along the Main Street. Lots of coop ads for businesses to enjoy discounted rates. A brief run through of events for year done by the UBIA Festivals Chair - Tracy MacKinnon, with an outline of what UBIA tries to focus on. Extensive media, hotel, tourism, web, and events publicity has been done to promote Main Street Unionville for the year.