

Unionville BIA – Board of Management Meeting
May 21, 2014

Board of Directors Present: Councilor Don Hamilton, Sharon Taylor-Wood, Rob Kadlovski, Sylvia Morris, Regional Councilor Jim Jones, Tom Vasilovski, Paul Vasilovski, Keing Li, Tony Lamana

UBIA members: Janali Jali, Elisabeth Mensher, Parveen Jhingan, Larry Mariani, Alena Nyvltova

Staff: Mary Pan, Terrilyn Chao

Guests: Mona Babin, Bob Stiver, Richard Cunningham, Wes Rowe

Board of Directors Absent: Shauna Podruzny, Andrew Black

Early leaves: Councilor Don Hamilton – 10:50 am, Rob Kadlovski – 10:40 am, Richard Cunningham – 10:40 am, Mona Babin – 9:45 am, Bob Stiver - 10:00 am

1. Approval of Agenda

MOTION: Tom Vasilovski/ Keing Li

To approve the Agenda as distributed

Carried

2. Approval of Minutes – March 19 and April 16, 2014

MOTION: Tom Vasilovski/ Jim Jones

Carried

3. Unionville Festival – Mona Babin

Suggest that the festival be on the agenda earlier next year. Unionville Festival objective is to come to see how amazing the street is and come back after the Festival. Not many changes to the Festival from last year. Partnered with the UBIA and a lot of vendors coming in on Sunday this year. The planning and organization of the vendor booths have been managed by the Unionville Festival and has asked for the UBIA Sunday booth revenues of approx. \$3000 due to shortage of funding due to unexpected higher expense of police security. Mary comments that she understood that the booth revenues were \$4000. Sylvia is willing to contribute sponsorship but did not receive further correspondence from the Unionville Festival. Tony suggests that the Festival consider having volunteers asking for donations at the Festival and ask smaller businesses who are passionate about the street and the Festival. Bob Stiver suggests removing the Farmer's Market from the Festival to allow paying vendor booths.

Tony questions if the vendors are competing with the UBIA businesses. Mona reminds the merchants that the Festival brings thousands of people to Main Street which offers exposure to the merchants even if they are competing. The vendor fees have been increased and it is suggested by the UBIA to double the vendor fees in the future. Tony suggests limiting the number of competing vendors.

Sunday revenues given to Unionville Festival – MOTION: Tony/ Rob

Unanimously voted.

Mona Babin leaves the meeting at approx. 9:45 am.

4. Stiver Mill Farmer's Market – Bob Stiver

The Stiver Mill Farmer's Market grand opening will be June 29, 2014. The Market will run from Eureka St. to Main Street Unionville. Bob tells the UBIA that the Stiver Mill has a meeting space and a museum with historical artifacts.

Bob Stiver leaves the meeting at approx. 10:00 am.

Alena Nyvltova and Janali Jali leave the meeting at approx. 10:00 am.

5. Property Tax Reform - Richard Cunningham (MBOT)

Richard suggests that the UBIA reach out to the new Markham radio station for advertising and event promotions. It is a multi-cultural radio station and suggests that they broadcast live from events. Richard will ask the Barrie BIA to speak with the UBIA about the experience and changes and increase in business. Cannot answer to tax issues, but other issues that UBIA is facing such as parking, shops, etc. Richard can ask other areas that are experiencing similar issues. Tax reform, other issues with the on-going change in demographics and day to day of doing business.

Richard advises that Markham offers a different shopping experience with the variety of shopping areas available, that can be used to attract consumers. Richard reminds the board that the street is small so everyone needs to be mindful of who is going into those spaces.

Action: Mary to contact Markham radio station to explore having remotes at the festival and future events.

Action: Richard to reach out to Barrie BIA to discuss with UBIA

Richard Cunningham and Rob Kadlovski leave the meeting at approx. 10:40 am.

6. ByLaws

Action: Confirm if Andrew has left Main Street. If so, replace.

7. Communications – Sylvia Morris

Sylvia has approached Fashion W. House about clothing on outside patio. There is no bylaw against it.

8. Financials – Keing Li

Council approved 236K budgets. \$6800 new grant to fund new staff and \$4500 grant for summer intern. \$1500 in sponsorship for Movies on Main.

Mary advises that a new website will be developed with new features used as a portal where UBIA members can access with a code. Sharon questions why we need a new website. Mary explained that while \$4000 was approved in the budget for new website, it was paid through funds remaining from a Central Counties Tourism grant. Sharon questions why Mary is not updating the website and Terrilyn.

Waiting for plan about public washrooms and elevator. Jim Jones advises that the process is delayed because they couldn't decide. Rob has enough business that he needs to provide the service to the customers but other merchants should not be responsible for cleaning up after and for their customers. Old Firehall does not offer parking.

9. Other business

Tony questions why there are no weekend performances or activities. Mary reminds him that the Board has approved fewer weekend summer programming to allow programming through the Winter months. Jim Jones suggests that UBIA makes the decisions of the street rather than outside committees.

Don Hamilton leaves the meeting at approx. 10:50 am.

Sharon calls for an in camera matter, however Jim Jones says that this should have been in the agenda.

Wes Rowe leaves the meeting at approx. 11:10 am.

Two board members raised a confidential matter regarding an identifiable person. A motion was made and voted without the required quorum and is therefore null and void.

Meeting Adjourned – 11:36AM