

# **Unionville BIA – Board of Management Meeting**

**July 16, 2014**

## **MINUTES**

**PRESENT:** Keing Li, Regional Councilor Jim Jones, Mary Pan, Shauna Podruzny, Councilor Don Hamilton, Sylvia Morris, Tony Lamanna, Andrew Black, Rob Kadlovski

**GUESTS:** Wes Rowe, Bill Wiles

**STAFF:** Melissa Pineda, Mary Pan

**REGRETS:** Paul Vasilovski, Tom Vasilovski

**Start time:** 9 a.m.

**Location:** Stiver Mill

**Quorum:** Yes

### **1. Approval of the Agenda**

MOTION: Rob/Larry

To approve the Agenda as distributed

Carried

### **2. Approval of minutes of February 19, March 19, April 16, May 21, and June 25 2014**

MOTION: Sylvia/Jim

To approve the minutes of February 19, March 19, April 16, May 21, and June 25 2014

Carried

### **3. By-laws (Andrew Black)**

MOTION: Rob/Jim

To approve the operational by-laws since January

Carried

#### **4. Financial Report (Keing Li)**

- **2013 Auditors Report, April and May 2014 Financial Statements**

Keing states that the budget was \$239,000 including grants and Central Counties (CC) grants and that all the invoices from CC have been used up except for about \$200. \$130,000 of the \$239,000 has been spent.

Rob asks about additional funding for winter and fall events. Mary answers saying that she has been looking into it as well as marketing plans and strategies for the winter such as enhancing/extending Old Tyme Christmas, additional funding from Central Counties of Ontario, and possibly and increasing sponsorship. Mary is to forward an email of the financial Management Representation Letter from KMPG to everyone, which will be up for approval for next month's meeting.

#### **5. Communications (Sylvia Morris)**

Sylvia discusses issues regarding selling the Stiver House such as fixing and cleaning up the area around the house. Don says that Bill has been issuing orders. Bill says that it's all under compliance now. The city order included dead trees, grass cutting. The by-law officer is monitoring it.

Tony raises the issue of allowing particular businesses (e.g. The Unionville Arms, Mariani, etc.) to section off their own parking with a parking attendant. Rob asks about a "no parking" sign and opening up the parking for the public. Bill brings up integrated parking, but whether or not there is integrated parking, ultimately the property owner has power to control who comes in his/her property.

Sylvia raises issues about the FIFA flags as well as mannequins and clothing outside some of the merchants' stores. She feels they are not in accordance with the particular image/aura that Unionville is trying to maintain. Nothing can be done regarding this issue with individual businesses. Sylvia also brings up the possibility of bringing in a café or bakery into Blossom Lounge's former location.

## **6. Human Resources (Shauna Podruzny)**

Shauna announces that the grant for Terrilyn Chao's position, Marketing & Events Administrator, is ending soon. She shares that it is important to keep this position going despite the fact that the grant is finishing. She also announces that there is approval for a part-time staff member in the 2014 budget

MOTION: Rob/Sylvia

To approve the part-time staff position

Carried

Mary announced she would like to start an events committee and Tony agreed to join it. Tony raised the issue of creating a volunteer board.

## **7. Precinct Master Plan Update (Jim Jones)**

Jim says that the consultant will work with staff will make final recommendation report to council in the fall. Once plan is approved, budget will be put in for washrooms. Jim brings up putting a laneway through beside the Bistro. Majority are in favour.

Rob raises possibility of penalizing those who buy buildings/property on Main St. and not doing anything with them. Bill says there are "black building by-laws". Mary says that the Ontario Business Improvement Area Association (OBIAA) will meet in October with provincial ministers to identify twelve issues, one of which is the issue of vacant buildings. Jim says there will be a report to the committee to get the by-law passed regarding empty buildings/property.

MOTION: Andrew/Rob

To put washrooms in the budget and be put in place hopefully next May

Carried

MOTION: Andrew/Rob

To place a laneway near Parkview School

Motion failed (Keing Li abstained from voting due to conflict of interest.)

#### **8. Streetscape (Tony Lamanna)**

Tony suggests bringing in port-a-potties if the washrooms will not be ready anytime soon. Tony asks about a report from Waste Management because some merchants are not compacting. Mary says that she tried to connect with Waste Management about this issue and has not received a reply. Sylvia offered to reach out to Waste Management.

Tony says that if buskers are not permitted on the street, there should be some form of entertainment (paid or not) in order to keep the street alive on the days when there are no events taking place. Mary opens up the idea of creating a sub-committee to address having buskers on the street – Mary, Shauna, Sylvia, Jim agree to be part of it. Mary and Shauna will look into adding more entertainment for the rest of 2014.

#### **9. Marketing (Mary Pan)**

Mary said that by late summer she would have ready the marketing plans for fall and winter. She is working with Central Counties Tourism to save money on advertising by leveraging their media buying rates. Mary emphasizes the plan will have consistent messaging across all marketing channels such as print advertising, social media, etc. She is also planning to look at alternatives such as GO Transit advertising and digital advertising. Mary plans to launch the new website for September.

#### **10. Events (Mary Pan)**

Mary reports that the 1 Year Pan Am Countdown event was a success. Encourages everyone to be involved and excited about the event considering its proximity. The gateway is important in terms of leveraging the event. They can be involved by putting up the Pan Am material the city will provide, official Pan Am merchandise.

Andrew asks about an event plan for when the Pan Am events are going on. Incorporating sports bringing it into the city. Showcase local athletes. Local tournaments. Driving traffic from hotels to the street.

#### **11. New Business**

#### **12. Upcoming Meetings:**

- Heritage Festival meeting – Thursday, July 24 at 9:30 a.m.
- Next Board of Management meeting – Wednesday, August 20 at 9 a.m. to 10 a.m., location Stiver Mill (regular Board of Management meetings are on the third Wednesday of each month)

**Meeting adjourned: 11:07 a.m.**