

Unionville BIA – Board of Management Meeting
April 16, 2014
MINUTES

Present: Sylvia Morris, Shauna Podruzny, Sharon Taylor-Wood, Regional Councillor Jim Jones, Rob Kadlovski, Tony Lamana, Mary Pan, Ray Smylie, Terrilyn Chao

Absent: Tom Vasilovski, Paul Vasilovski, Keing Li, Councillor Don Hamilton, Andrew Black

1. Approval of Agenda

MOTION: Rob/Tony

To approve the Agenda as distributed

Carried

2. Approval of Minutes of February 19 and March 19, 2014

Approval of the minutes will be deferred to the next meeting because there was not a quorum.

3. Property Tax Reform - Richard Cunningham (Absent)

Invite Richard Cunningham to our next meeting.

4. Bylaws – Andrew Black (Absent)

5. Communications – Sylvia Morris

Sylvia Morris reports that 157 Main Street is for lease and has tried to contact the property manager of the Stiver House to try to have them rent the space but has not received a response with little interest. Tony brought up about creating a bylaw similar to the City of Winnipeg's Vacant Buildings bylaw to address the issue of property owners who leave their property vacant. Sylvia has spoken to Fashion Warehouse about reducing the amount of merchandise displayed on the patio in front of the store. Rob reminds the board about the decision to use a more formal three-step system to address bylaw infringements. Questions rose about bylaw regarding sandwich board on private vs. public property. Mary Pan is to look into bylaws about sandwich boards and displayed merchandise before proceeding to formally approach merchants.

With the increased street traffic, waste has increased significantly and has not been properly managed. Tony wonders how effective the solar compactors are and if people know what they are and how to use them. If they are not being used, then they should be replaced with proper garbage bins. The board agrees that all merchants should be responsible for managing waste on the street. Mary is to look into how often the City of Markham clears waste and suggest having trash bins emptied more frequently by the City of Markham.

Timothy addresses Timothy's having tables on the boulevard as it is against the bylaws. Mary is to address with Timothy's. Sharon reminds the board that merchants require a permit to have seating outside, and must choose between 1 of 3 designs.

6. **Financial Report** – Mary Pan

Approval of Revised Budget (see attached)

MOTION: Shauna/Sylvia

Carried

Mary advises that the UBIA has approval for a summer student grant. She will approach Central Counties for another grant. Rob reminds Mary that there needs to be a purpose for a grant and Mary suggests that it will be used for strategic marketing. Mary will speak with Chuck about the budget left for Spring/Summer

7. **Marketing** – Shauna Podruzny

Mary advises that there are four quotes to rebuild the website, to redesign the website as a portal with online submissions from performers and to highlight merchants. These quotes range from \$6000 to \$8000 which the board believes is too expensive. Rob reminds the board about how expensive portals are to create and the quoted costs are very attractive in comparison to the quotes his business has received. He suggests approaching Central Counties to cover website production costs. Regional Councillor Jim Jones advises about using the City of Markham's portal and for Mary to speak with Dennis Flaherty. Regional Councillor Jim Jones says that the UBIA should be able to customize a portion of the City of Markham's portal and states that the City should be doing this and making it available to everyone. Mary will explore this option before proceeding with a third party.

Sharon reminds the board that the gallery and artists are not members of the UBIA and should not be included in the portal. They are welcomed as members of the street but advertising should not focus on galleries unless they pay as they do not pay BIA taxes. Shauna and Rob suggest that by promoting the galleries, we are supporting the community and enhancing the experience of Main Street. The galleries attract people and we are trying to sell the whole package. Mary reminds the board that some of the merchants are also galleries and that advertising does not exclusively feature the galleries.

8. **2014 Events Update** – Shauna Podruzny/ Mary Pan

Unionville Festival - Mary

Mary advises that Friday of the Unionville Festival will be a street dance party with street food and street sales. The restaurants are interested in selling on Friday, Saturday, and Sunday and needs to communicate and stress to the merchants should take advantage. Rob suggests that we should protect the Main Street restaurants and not allow outside food vendors to participate. Mary will invite Mona (Chair of the Unionville Festival committee) to discuss. Mary suggests revisiting this idea next year since it is too late to make these changes for the 2014 festival.

Mary advises that many of the Main Street merchants would like the road closed on the Friday evening of the festival. Sharon advises that she will get signatures from merchants to protest this and reminds the board that there is a motion in position to have road closures restricted to only 2 events per year. Sharon says that the merchants

suffer from road closures and they should not occur beyond the two approved events – the Unionville Festival and Remembrance Day. Regional Councillor Jim Jones addresses that the approved road closures for the Unionville Festival does not indicate that it only applies to the Saturday and Sunday of the Unionville Festival. Tony reminds the board that the street dance has not occurred for six years as volunteers did not want to organize the event and nobody stepped forward to take on the responsibility.

Tony raises concerns about teens and illegal activities that occur on the Friday evening of the Unionville Festival. Dealing with these mass groups will be an issue if the street remains open, with speeding cars and people running across the street. However, closing the street may attract more teens to attend. Sharon says that retailers do not stay open because of road closures and it was unanimously decided that the road stay open. Sharon asks to be removed from the board at the next BIA meeting. The road will remain open for the Friday of the Unionville Festival. Tony suggests to hire more paid officers to manage the crowds and protect the merchants from damage and theft.

PanAm Games – Shauna

There will be a street party on July 13 at the PanAm facility to celebrate the upcoming games. It will be FIFA weekend and Night it Up Festival on the same night. Shauna does not think that it is worth spending the money to try to feed off of this event. Agreed that the UBIA will not to participate in this event.

Farmers' Market – Mary

The BIA supports having the farmers' market carry over onto Main Street. The market will use the Stiver Mill for the farmer's market and use the train station parking lot to extend. Residents on Station lane do not want the market here. Tony suggests that if the market is really successful it should be carried over to the Bandstand as well. Mary will invite Bob Stiver to the next board meeting

9. New Business

Five Lamps has replaced Unionville Co. but has not changed owners and the Big Cannoli will be moving into the Planing Mill May 1st or 15th.

10. Upcoming Meetings: Regular board meetings will be held on the third Wednesday of each month. The next board meeting is May 21, 2014 from 9am to 10am. Location TBD.

Other business:

Shauna suggests that the UBIA investigate and reevaluate the road closures as a whole. When the motion was brought forward, it was the board who made the decision but does not think that the board is a clear representation of the street as whole. Shauna suggests looking into pedestrian Sundays in June, July, and August.

Meeting adjourned 10:50 am