

**UNIONVILLE BUSINESS IMPROVEMENT AREA
PROPOSED 2014 BUDGET**

	(Unaudited) 2013 Actual	2013 Budget	2014 Budget	2014 Budget vs. 2013 Budget Incr./(Decr.)
REVENUES				
MEMBER TAX LEVY	205,982	205,982	205,982	-
ADVERTISING SALES	13,157	14,500	3,000	(11,500)
SPONSORSHIP	-	6,000	4,973	(1,027)
FUNDRAISING & OTHER REVENUES				
OLDE TYME X'MAS	576	500	6,500	6,000
GRANTS	4,415	5,000	11,300	6,300
GENERAL PROMOTION	9,620	3,898	2,300	(1,598)
TOTAL FUNDRAISING & OTHER REVENUES	14,611	9,398	20,100	10,702
PRIOR YEAR SURPLUS	136	136	43	(93)
TOTAL REVENUES	233,886	236,016	234,098	(1,918)
EXPENDITURES				
OFFICE EXPENSES	14,203	15,730	12,920	(2,810)
AUDIT FEES	1,883	2,000	2,000	-
STREET BEAUTIFICATION	16,583	16,000	9,556	(6,444)
ADVERTISING	66,751	57,450	46,920	(10,530)
EVENT & ENTERTAINMENT PROMOTION	59,387	65,236	75,359	10,123
CONTRACTED SERVICES	55,023	59,600	67,343	7,743
TAXATION WRITE-OFFS	5,013	5,000	5,000	-
TOTAL EXPENDITURES	218,843	221,016	219,098	(1,918)
NET REVENUES / (EXPENDITURES)	15,043	15,000	15,000	-
LOAN REPAYMENT (2014: Year 4 of 6)	(15,000)	(15,000)	(15,000)	-
NET REVENUES / (EXPENDITURES)	43	-	-	-

**MARKHAM VILLAGE BUSINESS IMPROVEMENT AREA
PROPOSED 2014 BUDGET**

	(Unaudited) 2013			2014 Budget vs. 2013 Budget
REVENUES	Actual	2013 Budget	2014 Budget	Incr./ (Decr.)
MEMBER TAX LEVY	215,327	215,327	215,327	-
EVENT PROMOTION	39,895	58,384	30,722	(27,662)
SUMMER CAREER PLACEMENT GRANT	8,678	2,000	8,600	6,600
MERCHANDISE SALES	-	150	-	(150)
WASHROOM MAINTENANCE RECOVERY	22,591	22,591	22,590	(1)
FESTIVAL GRANT	5,000	2,500	2,500	-
PRIOR YEAR SURPLUS	3,257	3,257	22,057	18,800
TOTAL REVENUES	294,748	304,208	301,796	(2,412)
EXPENDITURES				
SALARIES & BENEFITS	72,420	71,600	69,400	(2,200)
OFFICE EXPENSES	28,173	31,000	28,710	(2,290)
AUDIT FEES	1,883	2,000	2,000	-
STREET BEAUTIFICATION	19,558	25,000	31,200	6,200
ADVERTISING	72,399	79,670	75,349	(4,321)
EVENT PROMOTION	36,416	58,094	57,710	(384)
CONTRACTED SERVICES	12,211	13,260	13,260	-
WASHROOM MAINTENANCE	19,459	18,917	19,500	583
TAXATION WRITE-OFFS	10,172	4,667	4,667	-
TOTAL EXPENDITURES	272,691	304,208	301,796	(2,412)
NET REVENUES / (EXPENDITURES)	22,057	-	-	-

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.

Tony 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

MARKHAM VILLAGE B.I.A.
DRAFT BOARD MEETING NOTES
April 17th, 2014 7:00 AM

Present: Diane Kobelansky, Paul Cicchini, Councillor Moretti, Councillor Campbell, Vic Hartman, Roger Clements, Terrence Pochmurski,

Regrets: Tracy Kaitabanis, Behzad Safati,

Staff: Christine Matthews

1. CALL TO ORDER

The meeting was called to order at 7:18 a.m. by Chair Diane Kobelansky.

2. DECLARATION OF TAX AND ENVIRONMENTAL OBLIGATIONS

Councillor Campbell asked and the board was advised by Diane to the best of her knowledge and abilities the BIA is meeting all taxation and environmental obligations.

3. DISCLOSURE OF PECUNIARY INTEREST

The Chair requested that Board Members advise of any conflicts of interest as they arise throughout the meeting.

4. ADOPTION OF THE MINUTES - regular board meeting- March 20th, 2014

Moved by Paul Cicchini, Seconded by Vic Hartman. All in favour. Carried.

5. BUSINESS ARISING OUT OF THE MINUTES - None

6. DELEGATIONS - None

7. REPORTS

- **Finance report** - Upon receiving our Budget last month, the City of Markham requested an adjustment. We may not get the \$4,667 in BIA tax levy adjustment so we need to offset the amount in the sponsorship account in the 2014 budget accordingly to balance to zero. **MOTION: Propose to accept City of Markham request to adjust the budget by \$4667 as per BIA tax levy adjustment.** Terrence Pochmurski moved. Vic Hartman second. All in favour. Carried.
- **Streetscaping** - Problem with banner arms. New banners look great. Signal light at north east corner has been hit and facing the wrong way. **ACTION:** Christine to email City of Markham to fix
- **Sponsorship** - Nothing to report at this time
- **Advertising** - 2014 directory is well underway. We have Easter banner on front of MES this week

Events - Markham Village Music Festival - Issues:

- **Booth placement:** will be a problem this year due to the bumpouts. There needs to be an 18 foot wide clearance for the firetrucks so the booths will need to go back against the curbs. Christine has asked for only the booths to go in front of the non retail stores eg - banks, dentists, prof offices, chiropractic offices and any booths that can't be accommodated be placed on the other side of Robinson street like the farmers market.
- **Stage :** The Owner from Mains Mansion called and asked why there is a stage in front of the Duchess and not one in front of his restaurant as per last year.
- **Cement barricade in Robinson parking lot:** if the barricade is not moved for the festival, there will be no access for the Dublin Apts. The festival will not be able to close the street past Dublin. The Chair of the Music Festival will need to follow up with parking lot owner to see what can be done.
- Picnic table prices are an issue. One pub owner paid \$250 for 8 tables and wants to know what the price will be this year. There appears to be 3 different prices for 8 tables in the new community application form. **ACTION:** Christine to investigate and get back to restaurant owners

8. CORRESPONDENCE - Letter from the City to MVBIA dated April 8th RE: Admin changes between City & MVBIA

9. OTHER BUSINESS

- **Bridge construction**- Discussion. May 16th to be presented to Council. Councillors to meet with engineering to go over streetscaping etc. July 2 to Dec. Markham Rd will be closed.
- **Interlocking & intersections** - Starting April 28th. Still waiting for more details. Hydro vaults need to be replaced, interlocking on road, repaving, intersections, trees added. Street opening friday night during Music Festival.

Garbage issues: Claudia Marsales had a conversation with Miller regarding garbage collection day change and there is no issue with this. Looking at changing date to Wednesday from 12 - 1pm. City wants to see if this is ok with BIA first before going ahead. Garbage is not to be put out on the street until after 9 am on Wed. May want to register businesses for spring clean up month and get a bin on Main street for one week. We need a location for the bin that is agreeable.

- **Patio Policy** - Still no application form from the City for the patios on public property. Problems getting response from the Urban Planning dept.

New Business: Proposed Admin changes between City & MVBIA - Letter from the City to MVBIA dated April 8th

- Legal Status
- Budget, Assets
- Storage shed, Insurance issues, employee status, contractors, vendors and supplies, Financial services provided by the City **ACTION:** Terrence Pochmurski to have meeting with Clerk, legal and finance.

10. NEXT MEETING - May 15, 2014

11. ADJOURNMENT - 8:40 am.