

**Unionville BIA - Board of Management Meeting
January 22, 2014**

MINUTES

PRESENT: Shauna Podruzny, Sylvia Morris, Keing Li, Andrew Black, Tony Lamanna, Sharon Taylor-Wood, Paul Vasilovsky, Rob Kadlovski, Councillor Don Hamilton, Judi McIntyre, Mary Pan

GUESTS: Reid McAlpine, Peter Measea , Ray Smylie, George Iliopoulos, Larry Mariani, Joe Sala

ABSENT: Regional Councillor Jim Jones, Tom Vasilovsky

1. Approval of the Agenda

MOTION: Sylvia/Rob

To approve the Agenda as distributed

Carried

2. Approval of Minutes of November 6, 2013

MOTION: Sylvia/Andrew

To approve the Minutes of November 6, 2013

Carried

3. Executive Director Position

MOTION: Sylvia/Andrew

To approve the hiring of Mary Pan as the Executive Director for the Unionville BIA.

Carried - with 1 opposed (Sharon)

Mary spoke about her qualifications in marketing, events and community engagement. She wants to work together to continue to elevate the economic vitality of the street.

4. 50-50 Update

Reid McAlpine from Unionville Villagers Association spoke about the residents' vested interest in the 50-50 split. He encouraged people to join the UVA. The UVA doesn't have a position on the 50-50. Changing it won't solve the problems on Main Street. The Master Plan will certainly help. Sharon stated that the "merchants are starving" with no sales because of the current 50-50. Residential homes in the area have increased in value because of Main Street. Property values of buildings on Main Street have not increased the same as the residential homes. Rob agreed that there needs to be a change but worries about the definition of "fast food" and he's concerned about keeping our unique heritage appeal. We need to get into the details of what is proposed to make sure it doesn't negatively impact the street. We need to determine what kind of restaurants would be included on the street; i.e. bakery, etc. Councillor Don Hamilton suggested we make a list of our concerns and go through this with Regan at our AGM on Tuesday evening. Council makes the final decision on what happens. Sharon said that the residents want more retail on the street. We could hold another special meeting after the AGM to give our suggestions. Sharon said that 97% of the people surveyed want the 50-50 removed. She thinks the draft is okay. Paul suggested that we need to specialize in our restaurants.

5. Main Street Vision Update – Regional Councillor Jim Jones

Not present

6. Communications (Sylvia)

- no report

7. Farmers' Market (Councillor Don Hamilton)

- should be coming back this summer restricted to where it was in 2012

8. Financial report (Keing)

- 2013 final report – reviewed the financial statements

- 2014 Budget – will be put together soon with Keing, Judi and Mary

Keing wants to reduce the signing people from 4 to 3. Sharon suggested putting the executive on as signers. CCT grant financials are there as well. 2014 Celebrate Markham grant application will be done.

9. Marketing (Shauna)

Shauna would like to sit down with Mary to review the Marketing plan for 2014. She will report back at the next meeting about all the marketing initiatives including the Logo, Website, Radio and print advertising, and a Marketing Strategy for 2014.

10. Proposed events for 2014 – another review

- Sharon questioned the road closures since the retailers don't do well on street closure days. What about the Jazz Festival. George suggested we hold the Olde Tyme Christmas Parade on Saturday during the day instead of the Friday evening and do Breakfast with Santa on Sunday. A debrief meeting will be held soon to discuss the 2013 Olde Tyme Christmas Parade.

11. New Business

- Andrew asked about our By-Laws. Have they finally been approved? Shauna will contact Steven Huycke.

- Tony asked about the lowering of the mill rate that was proposed in our last meeting. Councillor Don Hamilton said that Regional Councillor Jim Jones will follow up on that. Regional Councillor Jim Jones was supposed to contact Andy Taylor to set up a meeting about this. Shauna will email Regional Councillor Jim Jones and Andy about this.

- Rob thanked Judi for her time at the Unionville BIA.

12. Upcoming meetings:

Annual General Meeting + 50-50 discussion – Tuesday, January 28 at 6:30 pm at Old Country Inn

Main Street Precinct Master Plan meeting –Thursday, Jan. 30 at 7 pm, Markham Civic Centre, Canada Room

Statutory Public Meeting re 50-50 – Tuesday, Feb. 4 at the Civic Centre, Council Chambers.

Board meeting - Wednesday, February 19, 2014 9:30 am. Location TBD

Adjourn: Rob/Andrew