

**Unionville BIA - Board of Management Meeting
February 19, 2014**

MINUTES

PRESENT: Shauna Podruzny, Sylvia Morris, Keing Li, Tony Lamanna, Councillor Don Hamilton, Regional Councillor Jim Jones, Mary Pan

GUESTS: Ray Smylie, Wes Rowe

ABSENT: Sharon Taylor-Wood , Rob Kadlovski , Andrew Black, Paul Vasilovsky , Tom Vasilovsky

1. Approval of the Agenda

MOTION: Don/Sylvia

To approve the Agenda as distributed

Carried

2. Approval of Minutes of January 22, 2014

MOTION: Ken/ Sylvia

To approve the Minutes of January 22, 2014

Carried

3. 50-50 Update - Councillor Don Hamilton

Councillor Don Hamilton reports that the final vote is on March 5th. Regan is going back to finalize details. There is provision for non-retail on main floor with 10 ft setback. Regan is also working on the definitions such as fast food. Then it will come back to the Development Services Committee. There will be two more opportunities for tweaking. The process is working very well and it is receiving a lot of support. Regional Councillor Jim Jones encourages both the chair and vice chair to attend the next meeting. Councillor Don Hamilton pointed out there are concerns that pubs and taverns will only serve minimal food such as pretzels and we want to avoid having a bar district. Tony commends Regan for satisfying the stakeholders on this report. Everyone agrees it is positive and good for the BIA, residents, and tourists. Tony also suggested that we work with the City to market the benefits of this new bylaw.

4. Main Street Vision Update (Regional Councillor Jim Jones)

Regional Councillor Jim Jones reports that progress is going well and they'll finish the plan about in six weeks. There will be a public meeting and thereafter will go to committee. Regan has done a nice job of diffusing concerns. Discussion about the plan's provisions for parking on the east side behind Lou Lou's and grassy area by the hill: doubles the capacity for 1080 spots and the structure is on two levels. Further discussion about who will pay for the construction of the parking. It was also discussed about having a gateway between Highway 7 and Kennedy Road.

5. Communications (Sylvia Morris)

Sylvia Morris has communicated with Cozy Loft that neon signs are not permissible. She will speak to Chris about taking down Boxing Day sale signs from the windows. Councillor Don Hamilton reports that the signage for Lou Lou's is a concern for heritage and requested changes will incur an extra cost of \$2,000, which may not be justifiable. 144 Main Street will open a mini ethnic grocery store and will bridge Fred Varley and Planing Mill. Timothy's is having a difficult time with sales and it was suggested it would be helpful to make the interior more inviting. Sylvia is moving to former Minken space as she needs more space and wants to be more central. While Shauna is looking to purchase a suitable space, she will be moving into Sylvia's former space and refocusing on her online retail business.

7. Financial report (Keing Li)

Keing Li reviewed the 2014 proposed Budget for \$239,000, highlighting:

- \$206,000 levy same amount as previous year
- Approximately \$26,000 remaining from the Central Counties grant, which has a March 31 deadline for expenditure
- Final budget income includes \$6,500 Celebrate Markham and \$4,500 Summer Student grants
- \$12,000 income from Government Grants be removed
- Suggestion that the details on \$62,000 budget for Management Services be split out by full-time and part-time staff

Councillor Don Hamilton asked details about the \$9600 Customer Program expense item. Mary explained it is for Customer Service oriented programs such as concierge services or Welcome Centre.

Tony Lamanna would like to see users pay for services instead of providing at no charge such as the Horse and Carriage rides.

Motion to approve revised budget of \$227,000 by Shauna and seconded by Sylvia.

9. Marketing (Shauna Podruzny)

- Shauna Podruzny reports that although the website has been paid for in full, it is still incomplete and we do not have full access. Tony Lamanna reminded about the motion in previous minutes to discontinuing working with Rob Hyland and Christie Day.

10. Proposed events for 2014 (Shauna Podruzny)

Shauna spoke about focusing on enhancing the major events and adding new additions to the lineup:

- March Breakaway
- Pan Am experience funded by Pan Am
- Oktoberfest combined with Thanksgiving
- Artisan Christmas Market on the Saturday and Sunday to the Olde Tyme Christmas Parade weekend

Although there was a previous vote on street closures, we may require additional closures such as the Sunday of Oktoberfest due to safety. It was decided to have a later discussion when we can receive input from full attendance of the board.

11. Other Business

- Ray Smylie asked the City to snow plow Toogood for skating and playing hockey instead of the kids having to shovel the snow. To skate on the pond is a tradition and experience unique to Unionville. Mary shared that during Family Day, visitors were disappointed that skating was not possible on the pond.

- It was suggested to develop a welcome package for new business owners. Chair and Vice Chair to visit and welcome new members

- Tony Lamanna shared the importance of merchants making the effort to use flowers to beautify storefronts and Main Street.

12. Upcoming meetings:

Next board meeting on Wednesday, March 19 between 9 am to 10 pm. McKay Art Centre.

Meeting adjourned at 10:47 am.