

**Unionville BIA  
Board of Management Meeting  
August 7, 2013**

**PRESENT:** Shauna Podruzny, Sylvia Morris, Keing Ly, Don Hamilton, Jim Jones, Sharon Taylor-Wood, Paul Vasilovsky, Tom Vasilovsky, Tony Lamanna, Andrew Black, Dolly Bhatia-Frolick

**Absent:** Rob Kadlovski

**1. Approval of the Agenda**

MOTION: Don/Sylvia

Carried

**2. Approval of Minutes of June 17, 2013**

MOTION: Andrew/Sharon

To approve the Minutes June 17, 2013 as distributed.

Carried

**3. A-Frame Signs & By-Laws (Don Hamilton)**

Issue of A-frame signs removed from various areas on the Unionville Main Street by the By-Laws officers is not under Don's direction but rather full responsibility of the By-Laws department under the direction of Bill Wiles at the City of Markham due to not following the heritage conformity rules.

George Duncan substituting for Reagan Hutcheson on A-Frames allowed but need to follow by-law rules. Allowed in commercial area yes, permit required by placing a sticker on the A-Frame sign. Signs permitted should be 2 ft. X 3 ft. Limited time frame allowed for permit and renewal required annually. Signs need to be removed every night. Removal is due to being on public property, only allowed within your property line. Review by Heritage staff of the 'look' of the signs is recommended and by submitting a drawing before the purchase of a sign is made.

Tony mentioned too many wall signs for the same business are overcrowded and not in favour of heritage. Dolly recommended setting marketing branding for the street, best practices recommendations by Shauna. George suggested Dolly educate the image we would like to see and heritage branding of the Unionville Main Street and enforcement so everyone plays by the same rules.

Dolly, Bill Wiles and Tony Lamanna to work together in ensuring sign by-laws are met by businesses and set BIA policies for Unionville Main Street.

**4. Presentation by Delta Urban (Strategic plan for land development) – Myron and Templar Trinaistich**

Overview of company with agenda handouts provided. Presented a proactive implementation plan based on Charrettes presented in June for upcoming Fall report along with financial and funding options available for us. Delta Urban would like to act as liaison between the UBIA and City of Markham to move forward with future plans based on Charrettes report. Group feedback: it is too early to start planning forward as report has not been presented and have Delta Urban present a proposal to the UBIA.

MOTION: Tony/Sylvia

Delta Urban to create a consultation/proposal and present to the Unionville BIA at no cost.

#### **5. Bike Paths In Unionville (Peter Miasek)**

Peter presented two options for Multi Use Pathway Crossing of Main Street and Carlton Road intersection in Unionville. Two options presented to either 1. 'Do Nothing' (add signals only – minimal cost) or 2. 'Diagonal Crossing' (cost tbd) at the intersection. A total of four (4) votes were in favour of Option 1.

MOTION: Ken/Don

UBIA supports Option 1.

#### **6. Unionville BIA Lease at McKay Arts Centre (Dolly)**

Dolly shared document received by City of Markham on our lease ending on October 31, 2013 with no option to renew the lease. Wes Rowe to research existing document which states Unionville BIA not be charged for rental at McKay Arts Centre. Dolly to investigate further with Brenda Librecz at City of Markham and ask for a lock on a one or two year lease at \$400 per month.

MOTION: On Hold

Dolly to ask for two year lease or investigate 'no rent' for BIA.

#### **7. Farmer's Market (Group Discussion)**

Awaiting final answer in writing from Bob Stiver whether he and Jeanne Ker-Hornell plan on having the Farmer's Market next year or shall BIA consider taking it over. The group is in favour of having the UBIA run the market and accepting Bill Stiver as part of the committee.

MOTION: Tony/Sylvia

To have UBIA take over the Farmer's Market.

#### **8. Treasurer's Report (Ken Leing)**

\$50,000 grant from Central Counties approved and will be spent on the Heritage Festival and Historic Tours and guides. Dolly stated to date only two (2) ads placed in Where magazine. The signed copy of the agreement is the only approved document from Central Counties. Sharon would like to see more ads in Toronto Star, radio stations on Jewel 88.5/AM740 and have big bands placed on the street, to bring more tourism. Andrew suggested UBIA board to determine what to spend money on before grants are submitted in the future. Rob suggested get quotes from various suppliers before spending the money.

Add Ken as treasurer to be added on as signing officer for all invoices. Dolly will obtain signing form from Accounts Payable.

MOTION: Sharon

To advertise in various areas outside of Markham.

## **9. Upcoming Events for August / September (Dolly)**

- a) PanAM Streetside – August 11- Noon - 2:00 pm & 4:00-6pm
- b) Markham Jazz Festival – August 15-18 / street closure on 16 & 17
- c) Unionville Heritage Festival – September 2 – 11:00 am – 5:00 pm / street closure

General comments shared about only allowing non-competitive food vendors. Tony suggested contact Bill Wiles on by-laws of food trucks and other vendors on Unionville Main Street. UBIA to hold less festivals/events in 2014 and focus more on marketing retail businesses. Ken would like closures south of the Planing Mill. Consider having more Horse & Carriage rides on weekends for a small fee. Offer less 'freebies' on the street and partner with merchants to promote their businesses and bring more bands to the streets.

MOTION: Sylvia/Sharon

Only allow two (2) Street closures in 2014 for Unionville Festival and Christmas Parade.

## **10. Marketing Update (Dolly)**

Discontinue the services of Hyland & Associates and Christie Day - Recreation of our branding was beneficial in the beginning however, our UBIA budget as a not-for-profit organization cannot meet the high costs of design and advertising offered by them. Group discussion in agreement to consider their services on a project-by-project basis. Dolly to present 2014 Marketing Strategy at next board meeting.

MOTION: Andrew/Sharon

All marketing initiatives brought in-house

Carried

MOTION: Sharon/Shaina

Change of logo "Come to Life in Unionville" to more heritage branding of Unionville. Executive Director (Dolly) to continue using current marketing materials until December 2013.

Carried

## **11. New Opportunities & Ideas**

Dolly presented opportunity for all BIA businesses to engage, educate and network on a regular basis. To share by-laws in place but create standards and policies to keep consistent look and feel of Unionville Main Street. Tony would like to see monthly board meetings to be consistent on a monthly basis (i.e. third Wednesday of every month).

## **12. New Business**

Jim Jones to invite Michael Morrissey to next board meeting for a status update on the Charrettes.

## **13. Next Meeting: September 25, 9:30 am**