

**Unionville BIA - Board of Management Meeting  
November 6, 2013**

**MINUTES**

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

**OBSERVERS:** Ray Smylie, Charlie Deacon, Jeanne Ker-Hornell, Wes Rowe, Ann Laxton, George Iliopoulos

**1. Approval of the Agenda**

Motion: Keing/Sylvia

To approve the Agenda as distributed.

Carried

**2. Approval of Minutes of September 25, 2013**

Motion: Don/Jim

To approve the Minutes of September 25, 2013

Carried

**3. Charrettes Report Update – Jim Jones**

Jim reported that the charrettes should be considered a concept. The next information session will be on November 7<sup>th</sup> at 7 pm at the Civic Centre. There are a few concepts and ideas that have changed so it is well worth coming to see. Some of the recommendations that will be presented will be for the distant rather than immediate future. This can be considered Stage 3 and Stage 4 will be a presentation to Council after staff prepares their reports.

**Taxes** - Tony wants the issue of the taxes being paid on the street brought forward to be reconsidered. A claw back on taxes was done but this is now finished and the taxes have gone up. The assessment on the buildings is unreasonably high for the street. This needs to be looked at again to lower the rate and include in the charrette and master plan process.

**Motion:** Tony/Paul

Whereas the UBIA recommends actions to rejuvenate the street and end the punishing taxes;

That the UBIA initiate the movement towards obtaining status of a Special Tax Area in the Commercial Heritage District, so that the Mill Rate could be lowered;

And, that Regional Councillor Jones and Councillor Hamilton bring and present this to Markham Council so that this could be part of the Charrette and Master Plan;

And, that Regional Councillor Jones and Councillor Hamilton do all things necessary to make this happen, effective immediately.

**Carried unanimously**

Jim will take this to Andy Taylor, CEO at the City to discuss this. MPAC determines the taxes. The City administers the taxes. Jim and Don will follow up with the City on this. We already pay 30% special mill rate for Heritage. This should not be considered part of the strategic study. Perhaps Rob Gibbs may have a comment on this. Sylvia said that potential buyers on the street have all commented on how high the taxes are and this deters buyers. Rob suggested we be specific on the amount of the mill rate rather than letting the City make this decision. All heritage areas would be affected by this decision.

4. **Communications** (Sylvia) – Stiver House still up for sale and owner seems to be missing. Planing Mill has a number of new tenants. The Dragon Bistro has changed their name to Planing Mill Sports Bar & Grill. #144 has been rented to a dentist. This has been frustrating for the owner. There are quite a few spaces for lease right now. Rents are high as a result of the taxes, etc. A new high end dress shop is opening by Mariani's. New nail place to replace Urban Tea. David Black had a high end optometrist willing to rent but were not allowed by the City because it was considered a service rather than retail.

5. **Farmers' Market** (Don) – Jeanne Ker-Hornell commented about the Farmers' Market space allocated by Michael Morrissey which runs from Main Street to the Train Station. They need to have at least 20-30 vendors each week. The space is not large enough to accommodate the vendors. Bob Stiver would like to continue to run the market as long as it looks like it will be successful. A lot of things to consider before a decision is made. Parking is still a big issue. Tickets were issued to vendors – this is very unfair.

#### 6. **Executive Director position**

Judi is back part time until Christmas to help with the events. The committee should be reestablished to start the process.

#### 7. **Financial report** (Keing)

Ken reviewed the financial statements. Judi met with the financial people at the City. Olde Tyme Christmas is the next big expenditure. We should be looking for financial assistance to help to cover our costs. Police charges are very high.

#### 8. **Marketing** (Shauna)

- Logo – 2 marketing meetings since the last Board meeting. The logo is being revamped that is more heritage with Old World Charm
- Website (new URLs) – [www.unionvillemainstreet.com](http://www.unionvillemainstreet.com)
- Radio – using this for Christmas. Toronto Star extremely expensive. The Jewel and 640AM will be looked at.
- Advertising – GO Station – still looking at this.
- Marketing Strategy for 2014 – new people at the last meeting – Starbucks manager, Christina from Whole Foods. Hash tags to be used and decals made for all the business windows. #uville

## 9. Events:

- October: Thanksgiving / Halloween – the band hired for Thanksgiving was very loud and some felt not appropriate for the street. Halloween went very well with lots of kids. This was put together at the last minute when Judi returned. Some concern about not having the street closed with children running across the street.
- November: Remembrance Day – this will take place on Monday, November 11<sup>th</sup>. There are approximately 20 groups taking part. Judi has this organized.
- December: Olde Tyme Christmas - Terrilyn and Judi have been working with the committee on the parade. It's pretty well booked and will be similar to last year. The road will start to close around 5 and will partially reopen following the parade. Santa will once again be set up at the Bandstand following the parade.
- Breakfast With Santa – is sold out for December 7 at Old Country Inn and December 14 at Planing Mill Sports Bar & Grill. There are already long waiting lists for both Breakfasts.
- Proposed events for 2014 – a list was distributed of events proposed for next year. No comments were made except regarding street closures. Right now, Unionville Festival, Markham Jazz Festival and Olde Tyme Christmas are confirmed for street closures. We still need to revisit the Heritage Festival on Labour Day regarding road closures. Rob has concerns about public safety during the festivals and events. We should consider more closures when needed. A proposal has been received to run a Beatles Festival, probably in July. Judi will report back at the next meeting about this.

## 10. New Business –

Security - Paul mentioned having closed circuit TVs on the street. Could we get a quote on having these put in place? We've had a few situations on the street with kids throwing chairs and tables from the patios at 2 in the morning. This was from the cameras set up. Probably don't need too many cameras but this could be a good deterrent.

By-laws – these are still not ratified by the City. Apparently there are minor wording changes. Judi will follow up. Tony questioned the rules about quorum. This will be brought up at the next meeting.

Garbage cans – all the wooden slat garbage cans have been replaced. The Big Belly signs are falling off and look very bad. Don will follow up on this.

11. **Next meeting:** Wednesday, December 11, 2013 9:15 am. Location t.b.d.

Adjournment: Rob/Tom