

**Unionville BIA
Board of Management Meeting
June 19, 2013**

PRESENT: Shauna Podruzny, Sylvia Morris, Keing Ly, Don Hamilton, Jim Jones, Sharon Taylor-Wood, Paul Vasilovsky, Tom Vasilovsky, Rob Kadlovski, Judi McIntyre, Dolly Bhatia-Frolick

REGRETS: Tony Lamanna, Andrew Black

1. Approval of the Agenda

MOTION: Don/Paul

To approve the agenda with the addition of Parking behind the Arms

Carried

2. Approval of Minutes of May 15, 2013

MOTION: Don/Rob

To approve the Minutes of May 15, 2013 as distributed.

Carried

3. New Executive Director, Dolly Bhatia-Frolick, contract

Dolly will be paid on an hourly basis until she starts full time on July 6, 2013. Judi will contact the HR Department at the City to see if they have a template to do an employee evaluation. Judi will work on the contract and distribute this to the Executive before presenting this to Dolly. Following discussion, the following motion was made:

MOTION: Ken/Jim

To offer Dolly Bhatia-Frolick an annual fee for service of \$47,500 with a review after six months. This includes three weeks paid vacation.

Carried

4. Reports on the various committees:

a) **Events** (Judi) -

Unionville Festival – the Festival went well and more booths were out on the street on the Sunday. The BIA received \$2,450 for the booths. Celebrate Markham supports the Unionville Festival with an annual grant of \$10,000, Ken asked why the Taste of Asia receives more.

Shoppers Run for Women – will be held on Saturday, June 22nd. The road will be closed first thing in the morning and should open before 11 am.

M-S Hospital Bed Race – will be on Sunday, June 23rd. The road will be closed from 12 to 4 and the race will begin at 2 pm. One highlight will be a race between the Mayor of Markham and the Mayor of Stouffville.

Canada Day – this will be bigger this year with lots of entertainment and activities. The street will be closed from about 10 am to 6 pm.

b) Streetscape –

Sidewalk cleaning – GTA Gum Removal has been hired to get rid of the gum on the sidewalks and boulevards. When this is complete, they will power wash the sidewalks and boulevards.

Flags – the new Canada flags are now up. These have been placed higher on the wooden poles to avoid vandalism.

Banners – samples of the new banners were passed around. These will promote the many events we have on the street. They will have the same burgundy colour to tie in with the current banners.

c) **Finance** (Judi) – May financial statement from City was distributed.

d) Marketing & Promotions –

Website – need to add heritage component. Need Spanks in there for What Girls Want. Dolly and Nicole will be meeting with the website creators to learn more programming.

Paid advertising – Ads will be running in Where Magazine. Judi will work with Dolly to look at radio spots and more now that we have the Central Counties grant.

e) Communications – Sylvia

Fashion Warehouse – Sylvia went to visit them. Sylvia called the agent to check on them and apparently they are on a month to month basis. She asked them to clean it up. New manager at Starbucks and everything is looking better. Lines have now been put in their parking lot and new wooden garbage shed built. Stiver House – owner is coming back and will put this on the market in July. Jim suggested inviting the owner to attend one of our meetings to talk to him about who he sells to. Thursday Nights at the Bandstand – even though it was raining people were still there.

Movie shoot - Traffic due to the movie was chaotic. The Arms blocked off their lot due to the parking from the movie people. If it's a problem, maybe we should look at no filming on the street. Paul feels the movie people need to speak to the BIA first. TV filming (commercials, street promos) is different and should be allowed. We should look at the Film Policy again and evaluate them on an individual basis. The fees and bond should be increased. The committee will get together to discuss.

Parking – Paul requested a definition of the lots on the east side. The Arms currently has barricades up on their parking property. Don will put a request to the City regarding the parking issues. Jim suggested inviting Regan Hutcheson and Bill Wiles to the next meeting to discuss the parking issues. A special meeting will be arranged as soon as possible.

5. Strategic Vision & Charrette update – Jim

The Strategic Vision process went well. Jim thanked the restaurants and different owners for picking up the tabs for dinners. Final day we had 350 people at the closing Charrette. Regan has asked for the material and this may be available in another week or two. Michael will be invited to give the Board the results. The Tribute building has been cleaned up. There were a lot of very good recommendations. Jim

was happy with the buzz that was created. Not enough time spent on Highway 7. Jim is calling a meeting next week with the Main Street Committee. The 50-50 will be addressed ahead of time. Toronto is having a problem with the increase in restaurants and are proposing 25% limit on restaurants. Paul suggested the 50% on restaurants is okay, we just need more food related places such as bakery, grocery store, etc.

6. New business

Central Counties – matching grant of \$25,000 was received for advertising, Heritage Festival, tour booklet and tour guides. The grant criteria is to encourage tourists to visit Unionville. Since it's a matching grant one of the requirements is for the UBIA to provide Central Counties with a cheque for \$25,000 and then they will look after invoices for up to \$50,000.

Walking tour booklet – we are working with the Unionville Historical Society to develop this booklet. UHS are providing the data and the UBIA will edit, provide pictures, and print the booklet with the Central Counties funds.

Tour guides – the tour will be developed with anecdotal material and we'll ask university students to be tour guides. We would like them to dress up in period costumes and give the tours. They will be paid to do this.

Stiver Mill Farmers' Market – Don announced that it has been cancelled this year due to lack of parking. Could they set up in Tom's parking lot near the barn? Judi will get in touch with Bob Stiver to talk about keeping the market going. This is an important asset for the street and should be kept going.

7. Next meeting – July 17, 2013 at 9 am