

**Unionville BIA
Board of Management Meeting
February 20, 2013**

PRESENT: Don Hamilton, Shauna Podruzny, Tom Vasilovsky, Paul Vasilovsky, Sylvia Morris, Keing Ly, Jim Jones

REGRETS: Rob Kadlovski, Tony Lamanna, Andrew Black ABSENT: Sharon Taylor-Wood

GUEST: Ray Smylie

At the request of the Chair, Don Hamilton, Shauna Podruzny, Vice-Chair, chaired the meeting.

1. Approval of the Agenda – Don/Sylvia

Carried

2. Approval of Minutes of January 29, 2013 – Paul/Tom

Carried

3. Reports on the various committees:

a) Events:

Love Unionville – lack of snow removal a problem, well attended, fix up passports with more info, more entertainment next time

Family Day – well attended, many restaurants and businesses stayed closed, incorporate the Varley more into their events, more ethnic communities attending our events

Easter event – holding a Breakfast with the Easter Bunny. Seneca students helping with the event. Street activities will run from 12 to 3 with music, magician, balloon twister and horse & carriage rides.

Unionville Festival – need more police presence, dance at bandstand on Friday night? Still booking for Sunday of the Festival weekend.

Chinese New Year – we should do something for that

Calendar – as a fundraiser?

b) Streetscape - Banner program – Judi collecting photos of historical figures. Will also include our events and photos of buildings (Planing Mill, Stiver Mill, Varley).
Christmas lights will be removed soon.

c) Finance – Profit & Loss Statement presented

d) Marketing & Promotions -

Directory – being finalized and the plan is to have it go to print by mid March

Website – should go live within a month if not before

Paid advertising – Union Station, New Ad posters in different locations (washrooms etc.), wrap cars, garbage cans, Media.com Sylvia has contact info. Judi will look at the alternatives before the next meeting.

e) Communications – Sylvia

New jewellery store, Gold Crest Jewellery, will be replacing Carelli Hair Salon at #142. #144 will be an upscale grocery store. Timothy's has an offer, Unionville House business for sale, Barn getting inquiries. 50-50 split is being looked at by the City and should be reporting back soon. Starbucks has been cleaned up. Stiver House still waiting for owner to return from China. #157 has units for rent.

4. **Strategic Vision update** – Jim reported that the contract has been drafted up for Torti Gallas & Partners. The Main Street Unionville Committee will now comprise of 9 members from the UBIA and other groups plus 2 Councillors. This is a balanced committee. Town staff has been removed as committee members but will attend as advisors. Jim will draft up a note to send out to the original committee. The first official meeting will probably happen in April.

5. **Other business** – Tom talked about the parking situation. We need to survey the number of parking spots on the east side. Tom and Paul met with Don Hamilton, Paul Ingham and Morgan Jones from the City. \$60,000 is required to fix up the Vasilovsky's parking area. There are a lot of pot holes. Need to have cooperation from all the businesses to have a big parking lot shared by everyone. The total amount to completely fix up everything would be over \$130,000. If the City took this over they would probably put in pay parking. This may not work for the regular customers. Again, parking will be looked at in the Strategic planning process. Parking money held by the City may be used for the City owned part of the parking. Tom suggested angle parking on the east side of the road. Do the owners want to pay for this? Could city pay for this and increase our tax levy? What about borrowing money to improve the parking lots? We'll continue to look at this.

6. **New business** - None

7. **Next meeting** – March 20, 2013 at 9 am

Adjournment: Tim/Paul

Carried