

**Unionville BIA
Board of Management Meeting
March 20, 2013
Minutes**

PRESENT: Don Hamilton, Tony Lamanna, Sylvia Morris, Sharon Taylor-Wood, Jim Jones, Rob Kadlovski, Paul Vasilovsky. Tom Vasilovsky, Keing Ly **REGRETS:** Shauna Podruzny, Andrew Black
GUESTS: Ray Smylie, Lorna Chau, Tony & Val from Olive That.

Welcome to our guests. Lorna just purchased 144 Main Street.

1. Approval of the Agenda

MOTION: Ken/Paul

To approve the agenda as distributed.

Carried

2. Approval of Minutes of February 20, 2013

MOTION: Ken/Jim

To approve the minutes of February 20, 2013 a distributed.

Carried

3. Deputation by Val from Olive That – As a new business on the street, Val had a few concerns that she wanted to discuss. Social media is really important and we need to push this on the street. Need to send out Tweets all the time. She suggested that we advertise on the radio (98.1 or 104.5) and have the radio station bring in a remote to promote the street. The cost would be about \$16,000 for a week of promotion and a day of on-site coverage. Would the retailers be willing to each put in \$400 to do this? Val feels that advertising in the Economist & Sun is not worth it any more. Several people commented on the suggestions. Paul thinks 98.1 would be better to advertise. Ken mentioned the extra competition taking place from new retail areas. Rob said the focus should be on bringing foot traffic to the street. The summer months are still the best times for the street. Luckily the City has given us money to plan for the future. Could ask Joe Bowen to do interviews, etc. Judi stated that she is not doing the social media as well as she should and will endeavour to improve this. Val should consider sitting on the marketing committee to help improve our marketing strategies. The committee will look at advertising on the radio. Lorna will help with the social media. Jim will offer to be on this committee as well.

4. Reports on the various committees:

a) Events (Judi) -

Easter event – will be held on Sunday, March 31st. There will be a Breakfast with the Easter Bunny at the Dragon Bistro. Street activities will run from 12 to 3. There will be entertainment, kids activities, Easter Bunny and more.

Victoria Day – will feature a Plein Air Art Challenge along with entertainment

Unionville Festival – Judi attended the Unionville Festival committee meeting last night and is working with the committee on the Friday evening and Sunday events. Sharon suggested we have a street party on the Friday night with more activities on the street rather than the bandstand. This might be worth considering. Spreading it out does force people to at least go by the stores; otherwise they come for the show then leave or just walk to the ice cream stores.

b) Streetscape – Judi reported that the Banner program is underway to replace at least 10 of the missing and damaged banners. We'll be featuring historical people as well as locations on the street plus the events.

c) Finance (Judi)

MOTION: Paul/Rob

To approve the 2013 Budget for the Unionville B.I.A. as distributed

Carried

Current Profit & Loss Statement was presented. This was a document from the City of Markham to the end of February.

d) Marketing & Promotions (Judi) –

Directory – is in the final stages of assembling. There are a number of last minute ads and changes coming in. This should go to press within the next week or so.

Website – should go live within the next two to three weeks. Judi had the initial pages for everyone to see.

Promotions – in April we will be holding Men's Days in Unionville. Participating retailers and restaurants (coupons, discounts) will be promoted on the website and passports will be created. These can be turned in for a \$200 shopping spree.

Paid advertising – ads going into magazines. Limited newspaper advertising.

e) Communications – Sylvia

Welcome to Lorna on the street. We need to support her with her new business. Lorna will be meeting with Heritage Markham on March 27th to get approval for her cafe. Everything else on the street is good.

5. **Strategic Vision update** – Jim reported that the contract is almost finalized with Torti Gallas. This will get started in April. The meetings will be set up as soon as possible. The City may run the public 50-50 meeting separately. Will try to have Town Hall meetings every couple of weeks to the public involved in the process.

6. **Central Counties tourism initiative** – Rob spoke about partnership funds are available to focus on the marketing of the street. Unionville was chosen to have Central Counties work with them to develop a tourism plan. The first meeting for this is on March 22nd.

7. Other business

Parking lots on east side – Paul talked about the lack of support for the parking lot on the east side. Paul and Tom attended a meeting with City staff and Don. They looked into fixing up the parking lots. The

costs were very high (approximately \$100,000 altogether) to have all the east side parking lots repaved, lined and drainage fixed up. Paul doesn't want to pay for this and suggested that the BIA should pay for this. We need to maximize the number of parking spots. Could the City take more responsibility with the parking lots? City won't pay for the privately owned portions of the parking lot. Paul & Tom cleaned up everything behind #193 and then TRCA complained that it was done illegally and they couldn't use this for parking. Rob stated that the Vision process will be looking at this. Originally looked at this in January 2012. The potholes are getting bigger and we need to do something now. Tom and Paul want to know if they can fence their parking lot. They would have to apply for a permit to do this. Ken suggested that the BIA pays for fixing up the parking lots and mortgage it over ten years. The west side businesses may want their lots paved as well. Sharon suggested Parking for Unionville Arms Customers Only. Or could use concrete blocks.

Parking on street during summer months – currently at the end of April signs go up on the street for no parking on the west side from April to October 6:30 pm – 6 am, Monday to Friday and no parking at all on the weekends. Originally put there because of the motorcycles. They are now gone. Do we want the signs up this year or not? Rob against parking on the street because of imagery. Cars parked do not make the street look nice. Has a problem about the safety as well. There are many of the business owners parking on the street, not just customers. Owners should be encouraged to park in behind, not on the street. Parking on the street adds 23 parking spots and this number goes down once the flowers are put on the street. Suggestion made to reduce the number of months the parking signs are up.

MOTION: Tony/Sharon

Move that the parking signs should be put up for June, July, August only as they currently are - 6:00 pm to 6:00 am and No parking on weekends and holidays.

Carried

This will now have to be taken back to Bill Wiles at the City for approval. Rob mentioned that we need signs to show people where to park. Don will look into this.

8. New business - none

9. Next meeting – April 17, 2013 at 9 am

Adjourn: Ken/Rob

Move to adjourn the meeting.

Carried