

**Unionville BIA
Board of Management Meeting
August 22, 2012**

PRESENT: Rob Kadlovski, Shauna Podruzny, Sharon Taylor-Wood, Ken Li, Jim Jones, Don Hamilton, Judi McIntyre. **GUESTS:** Paul Vasilovsky, Larry Mariani

REGRETS: Sylvia Morris, Andrew Black, Tony Lamanna

1. Approval of the Agenda

MOTION: Shauna/Ken

To approve the agenda as distributed.

Carried

2. Approval of Minutes of July 18, 2012

MOTION: Shauna/Ken

To approve the minutes of July 18, 2012

Carried

3. Reports on the various committees:

a) Events

Markham Jazz Festival, Aug. 17-19 – the festival was very successful this year. Comments made on the road closures, especially Friday evening where there was not as much music on the street as possible. This will be improved next year. The rest of the weekend was very well done. Congratulations to the Markham Jazz Festival committee. They said the cooperation with the Main Street made a big difference.

Unionville Heritage Festival, Sept. 3 – the road will be closed from 9 to 6 for the festival that will run from 10 to 5. Lots of activity will be on the street. Judi has been working with the committee from the Unionville Historical Society and Unionville Villagers.

Halloween Spooky Sunday, Oct. 28 – the events committee will look at some new ideas for Halloween. Jackie Gobeil from MainStreet Dance has offered some great suggestions.

Street closures - Shauna stepped us through a survey that will be brought to all the retailers and restaurants about the festivals and road closures. In order to close the street, applications have to be sent to the City. Sharon stated that a number of businesses on the street are unhappy about street closures. Shauna mentioned the fact that many of the retailers stay closed during the closures and they're not taking advantage of the extra people. We need to accommodate the attendees with parking. Larry said it's good to close on holidays. Rob said that the current road closures were approved by the Board. The survey will give the Board more information from the BIA members. The BIA's role is to bring more people to the street. We will revisit all the road closures and events for next year. We need to be abiding by our by-laws and work together as a Board. Paul stated that the Board needs to listen to the members. Everyone has to be transparent. Some of the food outlets should have

bathrooms. We need to move forward. Restaurants and ice-cream places always benefit from festivals. The retailers get the exposure and after sales.

Parking - Paul said we still need to come up with a solution regarding parking and road closures. We need to work out how to build the new road on the west side so the parking lots can be accessed. Road should be closed when it's a safety issue. Rob said that the strategic plan will address this. Don is looking into solutions for the east parking lots. He has met with Paul Ingham at the City about fixing the potholes and putting new lines in to maximize the parking. The City will work with the individual owners on this. The school board don't seem to be interested in helping with a road on the west side. Could open up the gate by the school off Fonthill and allow cars in to park on that side. Ken suggested opening the gate on Saturdays and Sundays. Could the City expropriate the land to create a road? The landowners need to cooperate on a solution. Rob stated we need to look at the big plan rather than things one at a time. Paul suggested access during street closures only. Tickets were given out to cars parked on Carlton during the Jazz Festival. Judi will send a note to Bill Wiles in By-laws about this.

MOTION: Rob/Shaina

That the City not ticket vehicles parked on Carlton Road from Main Street east to Kennedy Road.

Carried

Unionville Festival – Don reported that Paula Roberts is stepping down and they are looking for a new Festival Chair. Paula will mentor for a year while a replacement is found.

b) Streetscape

Banners – the streetscape committee is looking into purchasing generic winter banners and then having new ones in the spring. Right now, they are considering featuring famous people from Unionville, past and present. This could involve the public as well.

Lighting – Tony has been in touch with the company that supplied our current Christmas lights and they will replace the rope lighting on the fixtures with the standard LED lights for \$1,000. Two samples will be installed on the street, one with “warm” lights and the other with standard LED lights that look blue. This will satisfy the Heritage folks and look nice.

Garbage cans – Judi will send a note to Bob Walter about replacing the old garbage cans with the black ones. Does Tony have the plan? Judi will ask.

c) Finance – a financial statement produced from QuickBooks was distributed. We are currently in a good financial position.

d) Marketing & Promotions

Directory – the next edition of the current directory is being worked on right now. Hopefully this will be printed within the next few weeks. Only 5,000 will be produced to take us to the beginning of next year when a new Directory will be done.

Website – Christie and Rob are working on this now.

Promotions – in September, there will be a draw “Spend Fall with Us” for a shopping spree of \$50, \$100, and \$200. The draw will be on October 1st. Coupons will be distributed before the Heritage Festival.

e) **Communications** – no report since Sylvia was not here.

f) **Strategic Planning** - meeting with owners and members has been planned for September 12th but this may need to change because of the Jewish holiday. We are trying to get Michael Morrissey to come to do the presentation at the member meeting. We need to look at security as well.

3. **Fred Varley Plaza update** – Don reported that it will be going to the OMB in October

4. **Other business**

Email notes to members – Rob advised Sharon not to send out emails to selected members as this was not her role. That role belongs to the Executive Director and every member is to be copied.

Judi’s contract – Judi left the room while the discussion was done.

MOTION: Shauna/Don

To renew the contract with Event Management Group (Judi McIntyre) for one year with a fee for service increase of \$2,500.

Carried 4 to 2

Filming – there will be a movie filmed on the street on Sept. 5th. The BIA will receive \$1,000 as compensation and the individual stores will also be compensated. [Note: this was subsequently cancelled.]

MOTION: Jim/Ken

Move to adjourn.

Carried

5. **Next meeting** – General Member Meeting: Sept. 12; Board meeting: Sept. 26

[Note: the General Member Meeting is now on September 13 at 7 pm at Unionville Co Restaurant]