

**Unionville BIA  
Board of Management Meeting  
September 27, 2012**

**PRESENT:** Rob Kadlovski, Shauna Podruzny, Sylvia Morris, Ken Lieng, Judi McIntyre. Guest – Ray Smylie

**REGRETS:** Andrew Black, Don Hamilton,

**ABSENT:** Sharon Taylor-Wood, Jim Jones, Tony Lamanna

1. **Approval of the Agenda** – Shauna/Sylvia. No quorum

2. **Approval of Minutes of August 22, 2012**

MOTION: Shauna/Sylvia

To approve the Minutes of August 22, 2012 with the following change. The motion regarding renewing the contract with Judi McIntyre was proposed by Shauna and seconded by Don.

Carried

3. **Reports on the various committees:**

a) Events

- **Heritage Festival** – Sept. 3 – very good event and more demos are planned for 2013.

- **Thanksgiving Sunday**, Oct. 7 – Plein Air Art Challenge, Horse & Carriage Rides, Walking Tour

- **Halloween:** Outdoor movie on Saturday, Oct. 27 at the Bandstand

Spooky Sunday, Oct. 28 – Bingo card trick or treat with loot bag, Zombie Walk, Flash mob

Thriller, Jim Motton, and John Park Comedy Juggler. Road will be closed down to Station

Lane. Judi will get a booth set up in front of the Planing Mil with Dragon Bistro or UBIA. Sylvia

and Ken both offered to have a booth on Sunday.

- **Remembrance Day**, Nov. 11 – will repeat what we did last year with the piper, march from the Bandstand to the Cenotaph and have the ceremony.

- **Olde Tyme Christmas**, Dec. 7 – committee will be meeting soon to start booking for the parade on Friday night and Breakfast with Santa

- **Street closures survey results** – we need to let people know well in advance of 2013 closures.

A note will be sent to all the members with the results.

b) Streetscape

- **Banners** – Rob spoke to Dennis Flaherty at the City and corporate banners may be a possibility.

- **Lighting** – Judi will send note to Markham Heritage for approval

- **Garbage cans** – Bob Walter. Garbage and Big Bellys now starting to work. Need to be cleaned.

Could have signs on Big Bellys for UBIA about our events. Send note to Town to see if possible.

Still waiting for wooden ones to be removed. Judi to follow up.

c) Finance – P&L statement distributed with our current financial status. Judi mentioned the need to have some help and the okay was given to hire Cassie few hours each week.

d) Marketing & Promotions

- Spend Fall with Us! - Draw to take place on Oct. 1<sup>st</sup>. May look at doing a Fashion show in early 2013. Judi will contact the Varley to see about availability.
- Advertising – ads continue in magazine and newspapers. The Jewel Radio contract is now over and will be revisited in 2013.

e) Communications – Sylvia reported that not enough stores are open in the evenings. Can they stay open to at least 8 pm? Need to be consistent on store openings. Should stay open later on the weekends. The One Gallery has stopped putting out t-shirts. Starbucks still dirty. Everything else is good.

f) Strategic Planning meeting with owners and members – Michael Morrissey waiting to get the go-ahead re the money. Rob and Judi met with the Mayor and Andy Taylor to talk about financing from the City to help pay for the consultant to move this along. Ray and Sylvia suggested that we let the members know about the meeting. Judi will put this in her next newsletter to the members. Rob hopeful that the street will be more positive. Ken thinks we should fix things on Main Street before we involve the outside developments.

**4. Other business**

- West side parking lots – Ken suggested that we try to get the gate going into the school parking lot open on days the street is closing. We need to link all the parking lots in the back of the west side. Ken offered to speak to the owners about connecting the parking lots on the west side. Rob suggested waiting for the Strategic Plan. Board of Education were approached in the past and refused.
- YRAC Conference – Judi will send out information about this conference. There are many good speakers.
- Varley's Muses – held on September 15<sup>th</sup>. Congratulations to Shauna at Blossom Lounge and Joseph from Sarum Room. They won the Best Stylist Team that evening. Shauna did the clothes and accessories and Joseph did the hair and make-up. This was the launch for the Varley's Sphere Culture Club.

**5. Next meeting – October 24 at 9 am**

Adjournment - Shauna/Sylvia