

**Unionville BIA**  
**Board of Management Meeting**  
**October 17, 2012**

**PRESENT:** Rob Kadlovski, Don Hamilton, Jim Jones, Ken Leing, Tony Lamanna, Sylvia Morris, Sharon Taylor-Wood, Judi McIntyre, Andrew Black

**REGRETS:** Shauna Podruzny

1. Approval of the Agenda – Sylvia/Tony
2. Approval of Minutes of September 27, 2012 – Sylvia/Don
3. Reports on the various committees:

**a) Events**

- Halloween: Movie Oct. 27; Spooky Sunday, Oct. 28. The street will be closed from about 12:30 to 3:30 pm. If possible it will open earlier. Rather than Trick or Treat to individual stores, the children can get a stamp at 5 different booths on the street and end up with a Halloween loot bag.

- Remembrance Day, Nov. 11 – this is being organized again with all the various groups.

- Olde Tyme Christmas, Dec. 7 – the committee has been meeting and this will be mostly a repeat of last year with a few changes. The Breakfast with Santa will be held again at the Old Country Inn on December 8<sup>th</sup>.

- Thanksgiving Monday – a few people suggested that this have been programmed on Monday rather than Sunday or program both days.

**b) Streetscape** – need to get the businesses to keep their places lit up and done properly. We need to get people to keep their display lights on. The street looks dark.

- Banners – a new banner program will go ahead in the new year.

- Lighting – Christmas lights have been changed and Tony has sourced some new string lights that the businesses could use. The street lights have the bulbs replaced but the lights are so far apart that it still looks dark. In the past Powerstream donated the lights to replace the old lights. They were very dim and some people have put in their own lights. Need to put this in a newsletter about the importance of making the street brighter. Could we approach Powerstream to help us? What about having a big Christmas display.

- Business hours – need to coordinate the hours on the street. Need some standards. Hard to dictate this for individual owners. If not open, leave lights on. Judi to put together a letter to encourage their participation. Tony will help with lighting. Any money to light up extra trees? Tony wants to light up some extra trees on the street. Jim could help with Powerstream and Don can help via the City. Could purchase a tree light decor. Elaine Cooledge looking after the Christmas decor.

c) **Finance** – current financial status. This was distributed and there were no questions.

d) **Marketing & Promotions** – need to advertise in Toronto. Should go in the Toronto Star, not just locally. These are the people that spend money not the local people. Should reach out to York Region as well. Tony says we need to get it looking better to appeal to people.

We need to establish a Marketing Committee to look at the advertising spending and where the best place is to put our advertising dollars. We need to figure out how to make our street more appealing for Toronto people. We need to create the demand for renters to want to come to the street. Hard to look at new retailers with the current 50/50 split. Will look at this when we do the charettes for the strategic plan. Sharon says that this should happen sooner than waiting for the strategic plan. Most of us agree that the 50/50 should be eliminated. Don suggested that we make a deputation about the 50/50. Rob said we might be able to do this fairly soon. Jim suggests that we do a survey that can be presented at the charette to get this through soon.

- September Draw results – there were three winners.

- Directory – the reprint of the Street Directory will be coming out this week

e) **Communications** – Sylvia reported there is a new manager at Starbucks. T-shirts gone in. Sylvia's building looks bad. Too many restrictions to sell it.

MOTION: Jim/Sharon

The Board recommends that we work to remove the 50/50 restriction. To encourage the owners and renters about us moving forward to eliminate the 50/50. Needs to be written together correctly. Judi to put together a letter

Carried

f) **Strategic Planning meeting** with owners and members – waiting to have another meeting with the City to get the finances to go ahead with the strategic plan.

#### 4. **Other business**

- **Board of Management positions** – been interest in joining our Board. We have a minimum and maximum number that we currently have. The AGM is the time to elect more directors to the Board. This needs to be opened to all our members. Jim says that a couple of building owners, including Larry Mariani, who wants to be on the Board. Two positions are vacant right now. Rob checked with Clerk's Dept that our By-laws are in effect. Judi will send the final version of the By-laws.

MOTION: Andrew/Tony

To call a General meeting to fill the two vacant Board positions. This will be announced to the members ahead of time.

Carried

- **Filming Policy** – the "Suits" people put together an ad hoc committee to put together a filming policy. Should look at any licencing including photography on Main Street.

MOTION: Don/Andrew

To set up an ad hoc committee chaired by Don to look at this.

Carried

**New Businesses** – two new businesses have opened up on the street: Authentic Collectibles specializing in memorabilia and coins; and Olive It selling gourmet foods and gifts.

5. Next Board meeting – November 21 at 9 am

6. Adjournment