

**Unionville B.I.A.**

**Member Meeting**

**November 8, 2012 at 7 pm**

**Old Country Inn**

**Minutes**

PRESENT: Rob Kadlovski, Wendy Kadlovski, Ray Smylie, Ann Laxton, Barry Laxton, Jack Valianes, Nicole Fletcher, Tony Lamanna, Paul Vasilovski, Tom Vasilovsky, Don Hamilton, Jim Jones, Eddie Mariani, Sylvia Morris, Sarah Iles, Ranleigh Lo, Mary Anne Macdonald, Dave Macdonald, Ken Lieng, Simin Jahedi, George Iliopoulos,

**1. Welcome** - Rob Kadlovski

**2. Approval of General Member meeting minutes September 13, 2012**

Motion: Tony Lamanna/Don Hamilton

To approve the Minutes of the last General Meeting on September 13, 2012

Carried

**3. Update on current events** - Judi

- Remembrance Day ceremony – this is once again planned for November 11<sup>th</sup>. The road will be closed for a short period of time.

- Olde Tyme Christmas: Parade and Breakfast – The Parade will be on Friday, December 7<sup>th</sup> and the road will start to close at 5:00 pm to organize the floats and bands. It should re-open by about 9 pm at the latest. Paul suggested that the business people park on the west side to free up more space in the east parking lots. The Breakfast with Santa is pretty well sold out for Saturday, December 8<sup>th</sup>.

**4. Marketing & Advertising**

- We'll be running another shopping spree coupon program with winners of \$50, \$100, \$150 and \$200. Judi will be around to deliver the coupons next week. She encouraged everyone to have their customers complete these and include the tick box to be put on the e-mail list. We now have more than 1,300 names that receive regular e-blasts. This is proving to be effective.

**5. Streetscape**

- Tony reported that the pavement levelling is currently being done. New wrought iron garbage cans are coming to replace the old ones. Lighting for Christmas has now been put up. Wreaths will be put up along the street and the Bandstand decor will be done

again by Elaine Cooledge. We encourage the businesses to decor their storefronts to make the street look festive. Garbage often left in front of the stores. This should not be done. Many businesses don't have consistent lighting. They will be reminded to try to be consistent with their lighting. It takes a team effort to spruce up the street. Don mentioned that he has asked the City to fix the interlocking at Fred Varley Drive & Main Street.

Parking signs – are to be removed for street parking to start November 1<sup>st</sup>. The No Parking signs should be installed from April to November only. The feeling is that this time should be shortened. It's too misleading about the No Parking. Paul wants all the No Parking signs taken down completely. Don will investigate this. What about putting in some nice concrete posts or installing planters?

6. **Film Policy** – the company that did the last filming on the street abused their agreement and spent much longer than anticipated and used up a lot of the parking in the east lots. The BIA did receive \$1,500 for this but it was felt this was not enough for the disruption of business. A Film Policy committee will be set up. The foillowing members offered to be on this committee - Paul, Tom and Eddie. Judi will look into other BIAs to see how they handle filming. We'll talk about photography as well.

7. **Strategic Plan update** – Rob reported that meetings are taking place with the City commissioners to get the finances (asking for about a quarter million to do this) in place. Charrettes (workshops) will be run to discuss the issues and come up with solutions. We will be forming a new committee called the Unionville Main Street Committee that will involve all the groups.

8. **Election** of two people to the Unionville Board of Management -  
Two positions on the Board of Management were opened up when Eddie Mariani and Mario Tiano resigned from the Board.

Moved by Sharon Tayloir-Wood; Seconded by Jack Valianes  
To nominate Tom Vasilovsky and Paul Vasilovsky to be on the Board.

Moved by Eddie Mariani; Seconded by Tom Vasilovsky  
To nominate Larry Mariani

Moved by Rob Kadlovski; seconded by Tony Lamanna  
To nominate Mark Smith

Moved by Rob Kadlovski; seconded by Eddie Mariani  
To nominate Roger Kanda

Vote took place by a show of hands. Results:

Tom Vasilovsky – 13

Paul Vasilovsky – 15

Larry Mariani – 2

Mark Smith – 1

Roger Kanda – 1

Rob congratulated Tom and Paul for their election to the Board. This will still have to be ratified by the City Council.

## **9. 50/50 Retail/Restaurant Split discussion**

Need to observe what the secondary plan is that was distributed to everyone. Jim mentioned that working with the charettes may change this. A retail consultant will be brought in for each issue including the 50-50 split. We need to get the pulse of the room on this issue. We need to be open minded. We are currently at the 50-50 capacity. We need a definition of what exactly it is – are they required to have washrooms and/or parking? Regan Hutcheson has this info. Need to bring him into this discussion to explore this issue. We need to determine if there is a will to remove it or not.

Sharon reported that of the 46 returned survey, a majority has asked that the 50/50 be removed. This takes out one line in the secondary plan. This will allow for tea houses, etc. Removing this could bring in higher end retail. Maybe we should look at redoing the percentage rather than totally elimination. MaryAnn said most of her real estate requests ask about food related businesses. 1 Undecided, 1 No, 45 Yes to removing the 50-50.

Ray said the new construction around us is causing more competition and the demographics have changed on this street. Plus the economy is low and eliminating the 50-50 is not the only solution. Tony said we're afraid of free enterprise. Eddie said we're losing retail since there is not enough traffic to generate it. He feels the 50-50 needs to go to put something interesting on the street. Jack had his building for lease for 6 months. A restaurant would be better than the hair dresser. Ken asked why we are choking ourselves – it should be survival of the fittest. George asked who would vote on this. Rob mentioned that the real estate people tried to open on the street and this was disallowed by the OMB. We need to listen to the consultants/experts on all these issues. Jim said we need a new vision for the street and we need to create an environment that is a win-win. We are tied down by a number of laws including the 50-50 and Heritage. Eddie thinks it's a waste of time to hire consultants. Rob explained

that part of the charrette process that involves everyone with an expert who will facilitate this.

MOTION: Sharon/Tom

Whereas at the October 17<sup>th</sup> UBIA Board Meeting the UBIA oard voted to move forward with removing the “50/50” restaurant restriction on Main Street Unionville; and

Whereas there has since been overwhelming support from both Merchants and Owners on Main Street Unionville;

Be it resolved:

That the Membership of the UBIA reuest that Regional Councillor Jones and Councillor Hamilton, both UBIA Board members, bring this to Markham Council to move forward the removing of the “50/50” restaurant restriction; and,

That all things necessary be done to remove the “50/50” restaurant restriction that exists on Main Street Unionville; as soon as possible.

Vote: to remove – 13; Abstain - 6

Don said that we still need more information but the City Council ultimately make the final decision about the 50-50. It will be a process.

Discussion – Ray stated that there is no one in this room who has enough expertise on removing this. We need an expert to give us guidance. Rob is recommending that we need to go through the proper process that deals with all the issues including washrooms, 50-50, parking, etc. We are close to getting this done.

Paul talked about the past history with consultants and that they have not come through with solutions. Lot of costs to upkeep the buildings and they are limited by who they can rent to.

## **10. Other business**

Two new businesses – Authentic Collectibles may get a celebrity to help with their opening. All of It is a new business with gifts, We should spread the word about these new businesses. We need to work together to cross promote. Shop locally.

Washrooms – Bill Dawson sent out an email about the fact that some money \$150,000 that was set aside for washrooms was used for the Stiver Mill. Don said that this was done at Council but the Mayor has stated that if the UBIA comes forward with a washroom location, the City will allocate funds for this.

Parking – there was money set aside for that as well. Don is meeting with Paul Ingham and Morgan Jones about the disrepair of the parking lot on the east side. They will come up with a price to fix everything. Much of the parking space is privately owned so

the owners may be responsible for some of the cost. Ray said there is a lot of money allocated for parking \$350,000.

The Strategic Vision covers off all these topics.

Stairs down to parking lot. Eddie asked if they could put better lighting there. Don said they are also looking at accessibility.

#### **11. Adjournment –**

Moved by Eddie Mariani; Seconded by Ray Smylie

To adjourn the meeting

Carried