

**Board of Management
Meeting April 19, 2012**

Minutes

PRESENT: Rob Kadlovski, Eddie Mariani, Ken Leing, Tony Lamanna, Mario Tiano , Sharon Taylor-Wood, Sylvia Morris, Shauna Podruzny, Andrew Black, Don Hamilton, Judi McIntyre

REGRETS: Jim Jones

1. **Welcome** – to the new members of the Board of Directors: Sylvia, Shauna, Sharon, Ken and Mario. We now have 11 members including the two Town representatives, Councillor Don Hamilton and Regional Councillor Jim Jones.

2. **Minutes of March 21, 2012**

Motion: Tony/Eddie

To approve the minutes of the Board of Management meeting on March 21, 2012

Carried

3. **Committee Reports**

- a) Streetscape – Tony reported that the flags will be installed at the beginning of May. There is a sample in front of his building with a Canada flag and small Ontario flag. We should take a look and see if this is what we want. Tony brought in a sample of a Canada flag made with vinyl that will last longer. The suggestion was made to get free flags from the MP's office. Judi will contact John McCallum's office to see if we can get these. Dimensions 27 x 54 size. Flowers have been ordered and will be in colour groupings for a bigger effect. Baskets are coming the end of May and barrels after the Unionville Festival. Tony is working with Town staff on this.

Street light lenses have been replaced and look good. Poles need to be replaced or painted. The back laneway does not have enough lighting. Bob Walter will look into this. Interlocking stones are not good near the bandstand. The Planing Mill has been repainted. Gazebo will be painted as well. Old yellow garbage cans will be replaced with the wrought iron ones. Board members need to speak directly to the BIA members about keeping their places clean. Starbucks has been asked on several occasions to fix up their place.

- b) Events

MOTION: Sharon/Ken

"Whereas the 2012 Easter event was not successful for the Merchants on Main Street, and, whereas the street closure caused unnecessary damage to businesses, and, whereas many merchants reported zero to low sales during the event, be it resolved that the Unionville BIA stop all further road closures in 2012 except for the Run for Women on May 12 from 8am-11am; the Unionville Festival on June 1-3; Remembrance Day on November 11 from 10am-12noon; and the Olde Tyme Christmas Parade on December 7 from 6pm-10pm."

Discussion regarding the motion followed. Points included – need to look at what you can do with your business when the street is closed; look at safety of the attendees. Often people will come back after the festivals. Saturday closures can be a problem for the retailers. We should review each event individually regarding road closures. Some festivals and events are necessary to give back to the community. We could poll the merchants regarding road closures and times based on success of this and previous years.

A recorded vote on the motion was requested by Sharon:

In favour – Ken, Sharon

Against – Andrew, Shauna, Sylvia, Eddie, Rob, Mario, Tony

Carried to not accept the Motion.

MOTION: Rob/Shaina

That we continue with road closures and events that have already been planned by the events committee.

Recorded vote:

In favour – Sylvia, Eddie, Rob, Tony, Shauna;

Against – Sharon, Ken

Abstain until review – Andrew, Mario

Carried to accept the Motion

i) Easter event – could move to Good Friday or Easter Sunday next year.

ii) Unionville Festival – Friday

iii) Street entertainment –

iv) Movies on Main – Sharon objected to this saying it did not benefit the merchants. Had a huge turnout at the first one last year. Some of the merchants did participate. Families are very appreciative of this. Good introduction to new residents.

Role of BIA is to promote the area to bring people to the street but it's up to the individual retailers to market themselves. Sharon stated that there is a lot of dissatisfaction. Eddie asked if Sharon could share her emails with us. We would like to hear their feedback. Ken suggested inviting these people to the next Board meeting. We are trying to work together as a Board to benefit the street. Comments made that Sharon has bullied people on the street.

v) World

Eddie – launch a fashion life-style week for the street. Eddie wants to put together a committee for this. Sidewalk sales, etc. Focus on retail. Joseph from Sarum Room interested. Send out an email. Also, Ice Gear would like to do a fitness event.

Marketing – branding of ads seem to be working per Eddie. Sharon concerned about the ad for Easter. Looked like Old Firehall ad but it was actually.

Strategic Planning – send out names of who is on the committee. Plan will be presented to the Board at our next meeting for approval. Then it will be presented to the Mayor. It will also be given to other groups UVA, etc

Financial – question re storage at Tony's. This has saved money for storing UBIA equipment as well as the Christmas lights.

5. Fred Varley update – has now gone to the OMB Tribute and ratepayers have agreed to go to mediation first. Would be good to have some items agreed upon. OMB provided the mediators. May be modifications. Kevin Wilson and Rob Kadlovski are representing the BIA and have been to lots of meetings. Town still waiting for reports.

6. By-laws – still need to be tweaked by the Town.

7. Election of Executive:

Chair position – Rob Kadlovski

Motion: Eddie/Shaina

Rob Kadlovski for Chair

Acclamation

Vice Chair: Eddie Mariani

Motion: Rob/Sylvia

Acclamation

Secretary: Shaina Podruzny

Motion: Rob/ Eddie

Acclamation

Treasurer: Andrew Black

Motion: Rob/Eddie

Acclamation

Rob spoke about a team effort on the Board. We must work together collaboratively for the success of the UBIA. Rob will provide a guide for Boards at the next meeting. Board members should keep their eyes and ears open to street concerns. We need to be positive and treat each other with respect. Need to reach out to the unhappy people on the street.

8. Other business

Board liaison – Sylvia offered to do this and keep in contact with all the businesses.

Street closures – Ken mentioned that we need to determine this ahead of time. Difficult to judge whether closures are good or not since we don't have statistics for this. Mike from Dragon Bistro wants the street closed further south.

UVA – Ann Laxton wants to have two zebra crossing to slow down cars on Main Street due to accident near the Planing Mill.

Meeting adjourned at 10:30 am.