

**Unionville BIA
Board of Management Meeting
May 16, 2012**

A G E N D A

PRESENT: Rob Kadlovski, Tony Lamanna, Mario Tiano, Ken Leing, Shauna Podruzny, Jim Jones, Don Hamilton, Judi McIntyre

REGRETS: Sylvia Morris, Andrew Black, Eddie Mariani **ABSENT:** Sharon Taylor-Wood

1. Approval of Minutes of April 19, 2012

MOTION: Tony/Mario

Carried.

Business arising from the Minutes - We should have one voice, not individual Board members sending out notes to UBIA members. Rob still to prepare a booklet on what a Board does; i.e. not blind copy members. Board meeting times will remain in the mornings. Strategic Planning presentation is still not for the public.

2. Reports on the various committees:

a) Streetscape & Banners – Tony

At the Ontario BIA Conference Judi held in Thunder Bay she learned of a new banner program that had local artists painting famous people from their area. Our current banners need to be replaced. Group of 7 could be another alternative. We received \$500 from the film company recently on the street. We need to develop a filming policy re who takes things down, etc. An ad hoc committee should be formed to discuss this. Andrew could be on this plus Shauna, Ken and perhaps a UBIA member would like to participate. Big Bellies are still a concern. They need to be cleaned up. People still need to be educated on the use of these.

b) Events - Judi

Victoria Day – need by-law officer on duty to enforce any rogue vendors. Perhaps a letter can be given to people on the street so they have proof that they are allowed to be there. We have a “Queen” and performers booked.

Unionville Festival – Judi working with the Unionville Festival committee. No vendors will be allowed in front of stores. Friday road closures done by the UBIA. Security will be informed of emergency vehicles.

Street entertainment – single and duos have been booked every Saturday and Sunday after the Unionville Festival.

Thursday Nights at the Bandstand – these have been booked by Bill Dawson and will begin on June 7th. Bill is going to give the UBIA funds to do their marketing and advertising. This will be done jointly with other BIA events.

Concert Sundays – A concert band series has been booked for the Bandstand supported by Celebrate Markham. Judi will book the other Sundays paid for by the BIA.

Canada Day – small flags requested from MP John McCallum's office

Outside events – Run for Women held last weekend and they brought in outside vendors that competed with the people on the street. Need to change the process about road closings. The BIA should be informed and work with Corporate Communications at the Town. Tony objects to the street closures on Saturdays.

World Festival – closing Saturday, July 21st this year. We should see if we can alternate with Markham Village BIA to close on Sunday next year. A press conference will be held on May 28 to announce the new name of the festival – The Unity Festival: Markham Around the World.

c) Finance – current financial statement was distributed. Grants – we were approved by Service Canada to hire two students for 7 weeks at 30 each per week. Judi will spread this out to cover off weekends. Celebrate Markham approved a grant of \$6,500 for Olde Tyme Christmas plus \$2,500 for the Unity Festival. A request will be made to the Frank Scarpitti Foundation for support for Olde Tyme Christmas of \$5,000 similar to last year. Sponsorship packages have been sent out to some corporations and businesses. Waiting to hear back. Markville Chev may be interested in getting involved. Judi will follow up.

MOTION: Shauna/Tony

To approve the audited 2011 Financial Statements provided by KPMG LLP, Chartered Accountants.

Carried.

d) Marketing & Promotions – we have been aggressively advertising in newspapers, magazines, radio and more. The Mother's Day Contest went well and a picture will be in the paper.

e) Communications – Sylvia will be in touch with members regarding any issues they may have.

f) Strategic Planning – Rob and other representatives from the Strategic Planning Committee will be meeting with Mayor on Friday and will report back.

3. **Executive Director Report** – this was distributed at the meeting.

4. **Administration**

We are working with the Town to put together a lease agreement for the office space at the McKay Art Centre. The rent will be \$340 plus HST per month.

5. **Other business**

Associate Memberships – we've had requests to be part of the UBIA from outside businesses including Ashgrove Spa, Varley Retirement Residence, Whole Foods, etc. Discussion followed about the benefits: go in Directory, website. What about Fred Varley plaza? Rob and Ken went to a meeting last night and retail component may be very limited. Need to look at this more closely. Tony was not keen on having Associate Memberships since some of the businesses may compete with our businesses within the BIA.

Disincentives for empty space- Rob has mentioned this to some Town staff about our empty spaces. They will get back to us.

Surveys – Judi is renting computer tablets to conduct a survey at the Unionville Festival. This will be a test to see if they work properly. The results can be used to secure sponsorships, etc. Central Counties will be contacted to see if they can financially support this endeavour.

Good Neighbour Award – to recognize businesses that go above and beyond to help with the beautification and promotion of Main Street. The first recipient will be Mark Smith who owns the Planing Mill for painting and sprucing up the building. This will be presented at our upcoming Member Meeting.

6. **New Business**

General Member Meeting – June 20 at 6:30 pm at Unionville Co Restaurant

7. **Next Board meeting** – Wednesday, June 20 at 8:30 am at the Unionville Co Restaurant.
All UBIA Board of Management meetings will be held on the third Wednesday of the month.