

**Unionville BIA
Board of Management Meeting
July 18, 2012**

PRESENT: Rob Kadlovski, Shauna Podruzny, Ken Ly, Sylvia Morris, Andrew Black, Jim Jones,
Don Hamilton, Sharon Taylor-Wood, Judi McIntyre
GUESTS: Larry Mariani, Tom Vasilovsky, George Iliopoulos

1. Approval of Agenda -

MOTION: Shauna/Ken

To approve the agenda as distributed

Carried

2. Minutes of June 20, 2012

MOTION: Andrew/Sylvia

To approve the minutes of June 20, 2012

Carried

3. Committee Reports:

a) Events:

Unity Festival – Judi stepped everyone through the street layout including performance areas, vendor areas, toilets located in the City driveway beside Blacksmith Bistro. None of the outside vendors are competing with anyone on the street and include groups such as the Girl Guides, Welcome Centre, a travel agent, etc. Il Postino has a wedding party coming for dinner and Judi has made arrangements to escort their guests driving in from Carlton into their parking lot. Sharon read a note from Parveen at Blacksmith Bistro objecting to the road closure. Judi assured everyone that the street will re-open as early as possible. Sylvia mentioned enforcing rogue vendors and Judi will send her a list of the vendors so she can monitor them. This is the first time for the Unity Festival taking place in Unionville on Saturday and Markham Village on Sunday.

Markham Jazz Festival – August 17 to 19. The Jazz Festival committee wants to do something extra on Friday around lunch and will be bringing in jazz groups to perform at Jakes, Il Postino and Blacksmith Bistro. The road will be closed on Friday and Saturday evenings only.

Unionville Heritage Festival – Labour Day Monday, September 3rd - committee has been working to put on a great event. Road will be closed from 9 am to 6 pm and the festival will run from 10 to 5 that day.

Halloween Spooky Sunday – October 28 – Judi not happy with the trick or treat aspect of this event. We need to revisit how this is organized. Shauna offered to help and Jacquie from MainStreet Dance is also interested in being involved.

Annual events – these need to be revisited on a regular basis to determine their effectiveness. More member input is critical. This would include all the bandstand series as well as the Movies on Main.

b) **Streetscape**

Banners – a new committee will be formed to look at how to replace the banners. One thought is to have an artist paint famous people (past and present) from Unionville. A meeting will be planned for the next week and Judi will report back.

Garbage cans – Don will find out about the timing of replacing the old garbage containers. Still some concern about the Big Bellies not being properly used. The public need to be educated. What about putting more graphics on the Big Bellies to show what can be put in them? Suggestion made to put extra garbage containers by Old Firehall Confectionery, Starbucks and Timothy's. These all fill up quickly.

c) **Finances** – Judi distributed the financial statements. The Budget is set before the end of the year once the events and marketing initiatives are reviewed.

d) **Marketing & Promotions** – Joseph from the Sarum Room, Robert Hyland and Judi met to discuss holding a Fashion Week in September. Eddie Mariani and Shauna have indicated they are interested in this. May do a fashion show, big tent sale and spa day. More details to follow. We are still aggressively advertising in the Markham Economist & Sun, SnapMarkham and the Jewel Radio. Question asked about advertising on the recycling containers. Judi is working with Robert and Christie to have more on-street promotions.

e) **Communications** – Sylvia has been speaking with the members on the street. Starbucks is finally keeping their place cleaner. Still a concern about The One Gallery hanging t-shirts on their railing. Judi will look into getting the heritage rules from the City and make sure the members are aware of the regulations.

f) **Strategic Planning** – the plan was presented on July 3rd to the Mayor and key staff at the City. The BIA will work with the City in collaboration throughout the process of implementing the plan. There is a need to meet with the owners and members to show them what's potentially planned. The Strategic Plan includes a review of issues such as 50/50 retail/restaurant split, parking, washrooms, etc. These issues would be handled through consultation with members and public discussions. Larry and Tom both spoke about the parking challenges and asked that we review this and the 50/50 split. A note was received from Jack at Jakes on Main supporting the removal of the 50/50 split.

Boulevard parking – the City will only remove a few spots that are obstructing traffic exiting from the parking lots on the west side. Delivery trucks are a problem because they come at busy times. Can the owners be asked to request deliveries first thing in the morning? This may not always be possible.

4. **Fred Varley Plaza update** – Rob reported that the City and Tribute Homes could not come to an agreement therefore it will go to the OMB in October. The OMB is attempting to get Tribute and the City to narrow the scope of issues via dialogue, and this will be on-going until October.

5. **Other business**

Unauthorized email communication – once again Sharon has sent out an email to select members on her own. Unfortunately, the information in the email was not accurate. Rob emphasized that all correspondence must go through the BIA office and the Board of Management should be a unified force. Members are welcome to attend our Board meetings and we are here to answer all questions that members may have. Sharon stated she will continue to “fight for the merchants on the street”. Patios on the boulevards were discussed again. Several members talked about the Board moving forward in a positive way and reduce all the negativity. We need to build the street. George gave kudos to Rob for bringing more people to the street with his business. He suggested that perhaps others should look to do a better job with their business and capitalize on the opportunities.

6. **Next meeting** – t.b.d. We may not have a meeting in August
7. **Adjournment** – meeting adjourned at 10:30 am.