

Unionville BIA Board of Management
March 21, 2012

PRESENT: Rob Kadlovski, Tony Lamanna, Eddie Mariani, Mario Tiano, Andrew Black, Don Hamilton, Sylvia Morris, Judi McIntyre

REGRETS: Shauna Podrunzy, Sharon Taylor-Wood, Ken Leing, Jim Jones

1. Approval of AGM Minutes

Motion: Moved by Tony Lamanna; Seconded by Rob Kadlovski

To approve the Annual General Meeting minutes from January 25, 2012 as distributed.

Carried

Approval of Member Meeting Minutes

Motion: Moved by Eddie Mariani; Seconded by Tony Lamanna

To approve the Minutes of the Member meeting held on February 22, 2012 as distributed.

Carried

Minutes of Board of Management meeting March 1st

Motion: Moved by Tony Lamanna; Seconded by Rob Kadlovski

To approve the minutes of March 1, 2012 as distributed.

Carried

2. Committee Reports

a) Governance – Don reported that the Town will ratify the new Directors at their meeting on April 2nd. Ken and Sharon sent emails stating they would not attend a Board meeting until this was done.

b) Streetscape – Tony

The IBM Banners have now been replaced with our current ones. New Canada and Ontario flags will be installed once the weather is okay. A note will be sent to UBIA members about removing their Christmas lights, cedar ropes, etc.

Signs – discussion about wall signs. Some of the signs look junky. By-laws state that you can have one wall sign only. Need to protect the history. Communicate about the by-laws and heritage rules for the street. Judi will research documentation from Town and send the members the policy about this. Some of the skins on the Big Bellys is peeling off. Garbage bins not all replaced yet. Big Belly project not working that well since people aren't using them. Need to be marketed and educated. This will be done by the Town of Markham with more information available on Earth Day on April 22nd. The Town is going to have a pamphlet to inform people of their use that will be put in all the stores. UVA complaining about dirty sidewalks in front of businesses, A-frames, tables chairs, etc. The Town is not obligated to enforce the by-laws. We need to be customer-centric. Need tables and chairs to be consistent on the street or no tables. No Parking signs will be installed on April 1st. No Parking on the

street will be from 6:30 pm to 6:00 am every day and all day on weekends and holidays. Need barriers? We need to come up with a policy about these issues.

Earth Day info – phone in by Chuan on behalf of Carrie Sally from PowerStream. The UBIA will help to promote Earth Day taking place at the Bandstand on April 22nd.

c) Financial statements – Judi distributed our current financial statement. She is using QuickBooks to track our spending. She noted that the revenue from ad sales for the Directory should cover our costs for this publication.

Motion: Moved by Rob Kadlovski; Seconded by Eddie Mariani

To accept the financial statement as distributed.

Carried

Unionville Festival has requested a donation of \$4,000 from the UBIA. In previous years, the UBIA has donated \$6,000 but now that we are taking on the responsibility for Friday evening and all day Sunday on the street, they have reduced their request. Following discussion, it was agreed to donate \$3,000 to the Unionville Festival. We certainly appreciate the value of the Festival to the street.

d) Festivals – Judi is working with the various committees on all the upcoming festivals.

Unionville Festival - She has been attending the Unionville Festival meetings and the UBIA will be coordinating Friday evening and Sunday. The Markham-Stouffville Hospital will be organizing a Bed Race on Friday evening and the BIA will be coordinating the rest of the street. On Sunday, there will be a Fun Run to start the day then the Farmers' Market will be coming on the street. Bands will be booked for the Bandstand and along the street.

World Music & Dance – will be a collaborative with Main Street Markham. This will be a multi-cultural festival.

Heritage Festival – is being organized by the UBIA, Unionville Villagers Association and the Unionville Historical Society. It's already shaping up to be a great festival on Labour Day.

Entertainment on weekends and holidays – Judi will book entertainment for the street. It was suggested that we encourage buskers to participate. May have to have them audition first.

e) Events – Wedding Show is this coming weekend. This will showcase all the businesses on the street. Easter Parade & Egg Hunt will be held on Saturday, April 7. The road will be closed but we will try to make it as short as possible. May only be from 11:30 to 3:30.

f) Marketing & Promotions – Directory is at the printer now and will be ready for the Wedding Show. We need to do more joint advertising with the UBIA and businesses. Judi will work with Christie & Rob to make this happen.

g) Communications - Suggestion that another calendar be delivered to all the retailers so they are aware of any street closures and what events will be taking place.

h) Strategic Planning – putting together a presentation for the Mayor. After next Strategic Planning meeting, this will be presented to the Board before we go to the Mayor.

3. **Office space** – we will be meeting with John Ryerson & Francine Perinet to discuss the agreement at the McKay Art Centre. Judi looked at space at the Planing Mill but it was decided that this was too expensive. It would be ideal to have an office/information centre.
4. **New Business**
Accessibility workshop – Warren Rupnarain, Accessibility Coordinator at the Town of Markham, has asked if he can present a one hour workshop to our members about accessibility. Maybe this can be added on to one of our Member meetings.
5. **Next meeting** – Wednesday, April 18 at 8:30 am at the McKay Art Centre.