

**Unionville B.I.A.**  
**Board of Management Meeting**  
**December 6, 2011**

PRESENT: Rob Kadlovski, Tony Lamanna, Mario Tiano, Eddie Mariani

REGRETS: Kevin Wilson, Bill Dawson, Don Hamilton, Jim Jones

1. **Approval of Minutes** of Nov. 3, 2011 – Tony/Rob

2. **Business arising** - none

Rob thanked Judi and the Olde Tyme Christmas Candlelight Parade Committee and Breakfast with Santa for their work last weekend. Both received positive feedback.

3. **By-laws** – deferred to next meeting.

4. **Committee Reports**

a) Financial – Bill was away so the report will be deferred to the next meeting. Judi asked if she could purchase QuickBooks to get the financials up to date to have better reports for the Board. This was approved.

b) Marketing & Advertising – most of the advertising has been in local publications, The Jewel Radio and on-line. We should target more York Region media, YRMG and will look at the LCBO magazine. What about loyalty cards and gift cards – Eddie to investigate. Support your neighbour – put in newsletter. Member to member discounts? John Kiru from Toronto BIA or Ontario BIA Association will be contacted to find best practices to do implement this. Cards would connect the street through loyalty programs.

Directory – ok to do. Judi will start this soon.

Website – Need a new website that can include parade/vendor application forms, on-line purchases, etc. Will go out for quotes - Gristmill Marketing, BDC, etc. Judi to develop the specs for an RFP. Check to see if any of the BIA members do this. Is there a company in Queens 400?

c) Streetscape – issues about street include the light poles – they are too dim (old bulbs and dirty glass) and need to be brightened up. Need better lighting for security. Tony will set up another meeting with Bob Walter at the Town. Some people are unhappy with the new Christmas light fixtures. Others really like them. Tony asked to see the Heritage by-laws about this. Judi is submitting an application to Heritage to continue using these lights. Bandstand decor looks good. Next year, offer merchants garland ahead of time to purchase through UBIA. Buy in bulk. Use Joana from Kasalan Flowers. Tony wants to enhance the flowers. The cost may be around \$7,000 to do this.

Motion: Tony/Eddie

The Unionville BIA will go to Town Council to request that flowers be installed once again on Carlton Road bridges plus have extra hibiscus planters.

Carried

d) Events – we all reviewed the list of events and decided that we will not hold the Celtic Festival unless we can get a full-fledged competition to take place. Since we are late to get this organized, this will more than likely be revisited for 2013. The Oktoberfest is too close to Thanksgiving so that won't happen. Mario offered to help with the Dine Around in March. A request was made to have more street performers and buskers every weekend during the summer months. The next event will be a Bridal Show. The Varley Art Gallery has been booked for Sunday, February 5, 2012.

Event sign – is needed at Main Street & Hwy 7 and Carlton & Kennedy. Judi will contact MVBIA to get cost and details. Washroom at the Bandstand and storage – need to get the Task Force going to start to address these issues.

#### **5. Other Business**

When Rob, Judi, Christie, Robert et al met with Mayor, we talked about the possibility of the Town buying the Vets Hall. This would be perfect for washrooms, storage, welcome centre, BIA office, etc. We need to demonstrate that we could maintain the building once the Town purchases it. Eddie suggested Daycare in the basement.

**6. Annual General Meeting** – will be held on January 25 at 6:30 pm at Unionville Company. The restaurant will supply food. We want to increase the number of Board members and these should include Kevin Wilson, Bill Dawson and Mario Tiano. The by-laws state we can go up to 9 members. Since we already have 3 members (Rob Kadlovski, Eddie Mariani, Tony Lamanna), there would be room for 3 more.

Judi is planning to do a hard copy newsletter to take out to the members and will ask if anyone wants to join the Board.

**7. Next Board meeting** – January 4 at 8:30 am at the McKay Art Centre.