

**Unionville B.I.A.  
Board of Management Meeting  
January 4, 2012**

PRESENT: Rob Kadlovski, Kevin Wilson, Tony Lamanna, Don Hamilton, Eddie Mariani, Sylvia Morris, Jim Jones, Mario Tiano, Judi McIntyre

REGRETS: Bill Dawson

**1. Approval of Minutes**

Motion: Eddie/Tony

To approve the minutes of December 6, 2011

Carried

**2. Business arising – none**

**3. By-laws – Kevin**

Rob thanked Kevin for his work on the by-laws. There are a few changes to be made. The By-laws have been sent to the Town solicitor for her comments.

MOTION: Tony/Eddie

To approve the By-laws with the changes made today.

Carried

The By-laws will be sent out in advance (by email with hard copies available upon request) to the UBIA members for approval at the General Meeting on January 25, 2012.

**4. Committee Reports**

a) Finance – Judi reviewed the proposed budget for 2012. Additional flowers will be included in the Streetscape budget and other expenses will be adjusted to accommodate this change. The 2012 Budget will be presented at the General Meeting.

b) Marketing & Advertising

**Street Directory** – a hard copy directory will be produced and ad sales will cover the costs. This will include more detailed descriptions of the businesses along with QR codes where available. The Directory will list upcoming events, self-guided walking tours and more.

**Website** – we are budgeting for a new website that will be more interactive, allow UBIA members to make changes to their listings, etc. Judi will go out for quotes on this. Rob suggested approaching the BDC consulting arm about designing our website and possible advertising on the website.

**Key Program with Hotels/Ticket program with Theatre** – Judi will be meeting with all the local hotels to offer a Key program. Guests would receive discounts at Unionville restaurants and businesses when they present their key. Likewise, a discount will be given when theatre goers show their theatre tickets for that evening.

**Other coupons programs** – these will be developed and offered on the website and through our advertising on the radio and print.

- c) Streetscape – Tony mentioned adding more flowers. The suggestion was made to make a presentation about this at General Committee at the Town. An application was submitted to Heritage regarding our new Christmas decor lighting. This was approved on the condition that we eventually have more appropriate heritage lights in place.

- d) Events

**Restaurant/Dining events** – Mario

*Winterlicious* – we are looking into doing this (will be another name) in March. Mario will speak to the other restaurants about creating a set menu.

*Progressive Dinner* – 3 or 4 restaurants could be involved with Appetizers at one, main course at another and dessert at the other one. If successful, this could be a regular event.

*White Nights/Dinner Event* – possible location behind the McKay Art Centre on the lawn. Again, this could be a regular event hosted by one of the restaurants with tickets sold through the BIA.

**Wedding Show** – Eddie reported that the Varley Art Gallery is booked for March 25 for the Wedding Show. A meeting will be held next week to get this organized. Roger Kanda is helping along with a few others on the street.

**World Music Festival** – Judi presented the concept of a World Music Festival to be held in July. This could include the Celtic dance component (Judi will speak to Carol about this). A brainstorming meeting will be held with other groups and people with the Town to make this a town-wide event. It could even be similar to Caravan with passports, etc. The Board approved this idea.

**Bandstand events** – Judi is working with Corporate Communications at the Town of Markham for bookings on the bandstand. The UBIA will be presenting Movies on Main every other Wednesday evening during the summer and has proposed a Classic Concert Series on Sunday evenings.

- e) Strategic Planning – Rob reported that the intention is to continue with the Strategic Planning meetings and start to focus on the big picture with what the street will look like in the future. There was discussion surrounding the hiring of a consultant to facilitate a long term strategic vision for the street as a "next steps" of the strategic committee's focus. It

was decided to include a \$0 placeholder in the financial report and to update the UBIA membership as to the progress of the Strategic Committee Vision for the street at the AGM.

- f) Parking – Rob and Judi attended a meeting at the Town with Don Hamilton, Larry Mariani, Paul Vasilovsky and three Town staff to discuss parking on the east side of the street. There is currently \$350,000 sitting in a pot at the Town towards upgrading the east parking lot. This money is a matching fund. After discussion, it was agreed to meet in the parking lot to look at what upgrades (potholes, painting lines) are needed. A request will be made to the Town to continue to hold these funds until decisions are made and recommended by Town staff.

Councillor Hamilton requested input as to whether or not the UBIA felt there was still a need for the no parking signs to be put up/taken down on the west side of the street in April/October. This also generated discussion about tables and chairs on the boulevards.

## 5. **Grants & Fundraising**

Judi reported that the collaborative application to Trillium is still pending. We will know if this is successful by March 1<sup>st</sup>. If we go ahead with a Heritage Festival, a grant application will be submitted to Canadian Heritage to support this. We'll also send a letter to Celebrate Markham for a grant and to Service Canada for summer students.

A corporate fundraising package will be developed to send out that will include all of our events for 2012.

## 6. **Other business**

- a) Storage Space – is desperately needed for the performance mats, etc. These are currently stored under Mariani's garage but since this is now rented out, they must be moved. We will look at possible storage units, appeal to the UBIA members for storage space and check to see if there is room at the Crosby Arena. If not, a commercial storage place will have to be rented.

b) General Member meeting – this will take place on Wednesday, January 25 at Unionville Co. Restaurant. We'll be reviewing our events, marketing and advertising plans and new promotions.

- c) Elections - A slate of new Board members will be presented. We can take a maximum of 9 members on the Board. We currently have 7 who will be on the slate. This does not include the two Town Councillors. If more than 9 names are put forward, we will go to an election. Andrew Brouwer from the Town of Markham will be invited to make sure we are following protocol.

d) OBIAA – Judi made the request to attend the annual Ontario BIA Association conference. This will be held in Thunder Bay in April. This was approved.

- 7. **Next Board meeting** – Wednesday, February 1, 2012 at 8:30 am at the McKay Art Centre.