

**UBIA Board of Management
Meeting November 3, 2011**

PRESENT: Rob Kadlovski, Mario Tiano, Kevin Wilson, Judi McIntyre

REGRETS: Tony Lamanna, Bill Dawson, Don Hamilton, Shauna Podruzny, Eddie Mariani,
Don Hamilton, Jim Jones

1. **Approval of Minutes** of October 5, 2011 – deferred to next meeting – no quorum
2. **Review of the by-laws** – some fine tuning and Kevin will make these changes and send it to the Town of Markham for their legal department to review.

3. **Committee Reports**

a) Finance – Deferred to the next meeting since Bill was absent.

A grant application has been submitted to Ontario Trillium Foundation for \$140,000 over two years. This is a collaborative grant with the Unionville B.I.A, Unionville Festival, Thursday Nights at the Bandstand and the Markham Jazz Festival. We will hear in March 2012 if this is successful. Funds were requested for a Marketing Coordinator, joint advertising and individual group advertising.

b) Marketing & Advertising – ads have gone in or are going in: Print media - GoodLife, SnapMarkham, Markham Economist & Sun. Broadcast - The Jewel 88.5 (series until April 2012), Weather Network. Plus social media (Facebook, Twitter) and as many free calendar listings as possible.

Website –We need a new website for 2012. In the meantime, Rob Hyland is fixing up what we've currently got.

c) Streetscape – Halloween decor was done by Elaine Cooledge and she will also be decorating the Bandstand for the Christmas season. Tony Lamanna has arranged for new street lighting and will look after the Christmas decorations (balls & bows and cedar garland). It was suggested that we request businesses to remove their bus Stop & Dine signs.

Big bellies – Judi will check on the status on when they are all in. Tables and chairs must be off the street on October 31. No parking signs will be taken down so people can park on the street.

d) Events –

Halloween Spooky Sunday in Unionville – was very successful. There were more than 2,500 people on the street and the Bandstand was very crowded. We should possibly look at closing the road next year.

Remembrance Day ceremony - will take place on Friday, November 11th. A piper and singer have been booked. We have also ordered wreaths for the various groups participating. They have been invoiced for these wreaths.

Olde Tyme Christmas – Everything is a go for this major event. We expect the Breakfast with Santa to sell out quickly. Also arranging to have Horse & Carriage Rides on Saturdays and Sundays in December before Christmas. Looking at having a Santa Hut as well.

e) Meeting with RT06 today – opportunity to have RT06 fund surveys to gain statistics on our shoppers and attendees to assist us to gather information for grants and sponsorships. Identify our customers – do we know who they are.

4. **Judi contract** – Bill has sent the final document and this will be signed by Judi and two Directors. A copy will be given to Kevin Wilson, UBIA office and Judi.
5. **General Meeting** – this was held on Wednesday, October 12 and was well attended. Christie Day presented the Strategic Plan and the new branding. The members were concerned about the 50-50 split of retail-restaurant.

6. **Other business**

Meeting with Mayor Scarpitti – will take place tomorrow. This will include Rob, Judi, Christie Day and Robert Hyland along with Councillor Hamilton, Steve Chait, Sandra Tam and Helen Argiro. We will be stepping the Mayor through the new branding on the street and plans for the future.

Buses – could we look at this again if we can raise funds to cover the costs? Celebrate Ontario? Let's look at possible grants first. Other BIAs to participate? Golf Course? Hotels? Opportunity to do a joint venture. Tourism. Could be successful if done properly.

Varley plaza – There are many groups with an opinion on what happens at the Varley Plaza. We need to have a solid front on this project with a common position. Could reduce the retail stores or reduce the number of units. Needs to fit in with the community. The developer may go to the OMB which we don't want to happen.

7. **Next meeting** – Tuesday, December 6 at 8:30 am. This new time should allow for more retailers to attend the meetings.