

**UBIA Board of Directors  
Meeting September 7, 2011**

PRESENT: Bill Dawson, Rob Kadlovski, Kevin Wilson, Tony Lamanna, Don Hamilton, Jim Jones

REGRETS: Eddie Mariani

1. **Welcome** – Judi welcomed Bill and Kevin to the meeting. Judi agreed to Chair the meeting.
2. **Election** – current Board was ratified by the Town so we can't change the people on the Board but we can add to it. Need to work on our structure rather than worrying about elections. Role of the Board is to direct key issues. Need more people on the board. Judi to start recruiting. Need doers.
3. **Judi contract** – Bill to work on this with Judi. She will look into obtaining a credit card.
4. **By-laws** – Kevin reported that he has the documents from Joe Virgilio. He will create a draft and we'll look at this at the Board level first then it will have to be approved by the General Membership. Kevin will try to get this together in the next week or so. This is an important document so we should take our time to do this. Target date is for the General Member Meeting planned for October 12 at 7 pm. Judi will talk to Mario about holding it at Unionville Co.

**Policies & Procedures** – Judi will look at putting this together. This will include items such as behaviour in meetings, how to get on agenda, etc.

6. **Committees**

a) Finances – Bill has requested up to date financials from the Town. Need to fine tune the budget so it shows the breakdown of various events.

b) Marketing – need proposal from the strategic planning committee about a marketing campaign before we make any commitments.

c) Streetscape – Tony is working with Joana from Kasalan Flowers to look at light decor as well as Christmas decor. Tony is Looking at a permanent generic light fixture to go around the light standards. Must meet heritage specs and leave on all year. These could be taken down as well. Street needs to be pretty and bright all year around. Tony will do a mock up of the light standards plus light up his own store with lights to encourage all the businesses to purchase lights. Tony is getting quotes for the decor. Mayor endorsing pancreatic cancer; i.e. Unionville Cares... Color associated with a particular month? Could be good press coverage. Big Bellies nearly all in and the new benches look good. Judi will look after complaints re t-shirts, etc.

d) Events – the following are in the planning stages:

*Plein Air Art Show* – Judi will look into the possibility of holding this outdoor art display and demonstration for the Thanksgiving weekend. This is a short timeline but she will work with Doriana from the Varley and some community people to see if we can make this happen.

*Halloween* – Sunday afternoon, October 30<sup>th</sup>. Wendy from Old Firehall Confectionary and Joyce from Queen's Interiors will work with Judi to put this together.

*Olde Tyme Christmas* – Friday, December 2<sup>nd</sup>. Judi will be attending the first meeting on September 8<sup>th</sup> and will report back at the next meeting. George from Old Country Inn is the Chair. The Town has given us \$6,500 towards this and a reminder request will be made to the Mayor for some funds as well.

Other events to be considered – Judi will work with Eddie to get a proper Events Committee set up. They will revisit the following festivals to see if we continue with them – Celtic Festival, Oktoberfest, Bridal Show, Outdoor Movies. Concerts at the Bandstand, etc. Should look at adding new events.

*Stiver Mill Farmers' Market* – the organizers have asked if the UBIA would be willing to take the Market over next year. We could move it to the Bandstand area and this would give more visibility to the south end of the street. Everyone agreed this would be a good option. Judi will meet with Jeanne Ker-Hornell and Bob Stiver to discuss this and will report back.

e) Strategic Planning – Rob is heading the committee and Christie Day and Robert Hyland have been hired as consultants to come up with a new branding/logo and a strategic plan. It includes arts and culture. They've come up with a "modern" heritage look. Once Christie and Robert report on the new branding/logo and the assessment of the street, their contract will be finished. We still need a good marketing plan to roll out the new look. This would include a new website, print media, etc.

Rob has been working on a business plan. There are a number of businesses closing so we do need to look at retail mix. Robert and Christie will include this in their report. They will be invited to give a report of their findings at the General Member Meeting in October. We need to develop a package to encourage retailers to come onto the street but we need to get the owners on side first. A vision must be created now that we will have competition from Mista. There may be many phases on redeveloping Main Street. Partnerships are important.

f) Ad hoc committees – suggestions: Strategic Planning, Governance, Parking, Retail Mix, Public Toilets. Another item that requires research is a storage house/shed at the Bandstand. Bill has already approached the Town about this. If we get the Market, this will be vital for next year.

7. **Memberships** – Judi will contact the Markham Board of Trade about joining.

8. **Film Policy** – Judi will contact Neil from the recent film production company. He has agreed to help us develop a film policy for the street.

9. **New business** – Fred Varley plaza now down to 3 floors and enclosed with a courtyard and a 4<sup>th</sup> floor that is recessed. It will have retail on the street level.

10. **Board meetings** – will take place on the first Wednesday of the month  
Next Board meeting is on Wednesday, October 5 at 6:30 pm at the McKay Art Centre

General Member Meeting – Wednesday, October 12 at 6:30 pm at the Unionville Co. Restaurant