

**Unionville B.I.A.  
Board of Directors Meeting  
October 5, 2011**

PRESENT: Rob Kadlovski, Bill Dawson, Kevin Wilson, Tony Lamanna, Don Hamilton,  
Jim Jones, Judi McIntyre, Christie Day and Robert Hyland  
REGRETS: Eddie Mariani

1. Approval of Minutes of September 7, 2011  
Approved as distributed.
2. Business arising from the minutes - this will be covered off during the rest of the agenda.
3. By-laws - Kevin presented the by-law revisions to date. This will be reviewed by the Board and recommendations made. Once the Board has approved the by-laws, it will be presented at a General Meeting of the BIA membership. Target to have this ready for the January meeting.
4. Judi's Contract - some changes were made and Bill and Judi will fine-tune this. This will then be signed by both of them.
5. Presentation by Christie Day & Robert Hyland - Christie stepped the Board members through the power point presentation of their findings and the new logo/brand for the street. This will be cut down for the presentation to the General Member meeting on October 12th.
6. Committee reports - some of this discussion took place within the presentation by Christie.
  - a) **Finance** - Bill reported that we are in good financial position right now. Some of the budgeted amounts may be moved around to accommodate future purchases including new lighting on the street.
  - b) **Marketing** - Robert presented an ad that will be going in Unionville Goodlife. This will focus on Holidays come to Unionville with our new branding. An ad went into SnapMarkham about the Plein Air Art Challenge and Spooky Sunday in Unionville. Judi is working with the Economist & Sun on the pull-out section for the Olde Tyme Christmas that will go in the paper on November 26. Other publications and advertising opportunities are being researched.
  - c) **Streetscape** - Tony reported that we now have two different samples of street lighting on the poles. Tony and Judi met with Steve Matunin and Bob Walter from the Town about our street concerns including the dim lighting from the light standards, more lights on the Christmas tree at the Bandstand, furniture, garbage cans, and flowers on the street for next year. This will all be reported on at the General Meeting on October 12th.
  - d) **Events** - Judi reported about the Plein Air Art Challenge taking place on Sunday, October 9th. This is a collaborative event with the Markham Arts Council, Varley Art Gallery and OPAS Ontario Plein Air Society. On October 30, we'll be holding Spooky Sunday in Unionville. Wendy Kadlovski and Joyce from Queen's Interiors have been working with Judi on this event. After that, the November 11th Remembrance Day ceremony is being planned.

Olde Tyme Christmas committee has been meeting regularly and it`s shaping up very nicely. Along with the Candlelight Parade, we`ll be having Breakfast with Santa and this will be held at the Old Country Inn. We are currently looking for sponsors for all the Olde Tyme Christmas activities. The plan is to have more entertainment on the street following the parade.

7. General Meeting - this will be held next Wednesday, October 12 to present Christie and Robert`s finding as well as the new brand and logo.
8. Other business - none
9. Next meeting - Wednesday, November 2 at 6:30 pm. Location t.b.d.