

Unionville Business Improvement Area General Meeting

Attendees | Announcements | Motions | Presentations | Q & A Transcription

Click here to ask a question : Parking | Events Roster | Big Belly

Committees: Events | Marketing | Streetscape

Minutes - March 30th, 2011

Member Attendees: R. Kadlovski (OFC), E. Mariani (Mariani's Custom Clothiers), T. Lamanna (Flavours), P. Vasilovsky (Unionville Arms), T. Vasilovsky (Unionville Arms), Yan (Bo Photo), Bo (Bo Photo), S. Podrunzy (Blossom), S. Taylor-Wood (What Girls Want), Lou (Lou Lou Beads), Jean (A Wee Bit), S. Lo (Main St -150), R. Smylie (Main St – 154), M. Smylie (Main St – 154), A Black (ABlack Law), A. Halteh (Med House), G. Mariani (Mariani's Market), L. Cullen (Mary's Yarns), N. Cyr (Naturopathic), D. DiBernardo (Planing Mill), K. Wilson (KWilson Law), A. Serebriani (Magic Needle), P. Jhingan (Blacksmiths Bistro), J Cao (Enjoy Fashions), S. Iles (Cigar Bodega), S. Morris (Smorris Realty), B Dawson (BDawson CA), George N (Treasure Towne), G. Iliopolous (Old Country Inn), J. Virgilio, DHamilton

Member Regrets: J. Jalali (Kriss Fashion), J/R Stanley (Main St -193), F. Ruberto (La Grotta)

1. 5:20 – Meeting Called to Order (R. Kadlovski – Meeting Chair)

-BOM (BOM) Introduction: Rob Kadlovski, Eddie Mariani, Tony Lamanna, Don Hamilton, Jim Jones

-Dave Conway has resigned from the UBIA BOM effective 30MR2011

-Shauna Podrunzy (Blossom Lounge) appointed to UBIA BOM effective immediately pending Town of Markham (ToM) approval

-Thank You for service extended to UBIA Transition Team Members Joe Virgilio, Bill Dawson, & Elizabeth Plashkes

Approval of minutes of 19JA2011 : Motion : Bill Dawson; Motion Second : Sarah Iles; **MOTION CARRIED**

ANNOUNCEMENT: Contact the BOM regarding new board and committee positions

2. Officer & Committee Updates (E. Mariani)

-State of the UBIA - Introduction of Board Committee structure (Governance, Strategic, Operations, Events & Marketing, Streetscape, Finance, Marketing, Technology)

-Shauna Podrunzy appointed as Chair for newly-formed Marketing Committee

-Technology Committee added to structure

Governance Team (J. Virgilio)

-Membership thanked for new commitment to UBIA

-Goal : transparency and drafting of procedural bylaw to UBIA BOM

-Action Plan: review and comments and bylaw in place before the end of summer

-Noted: Kevin Wilson (Kevin Wilson Law) on committee

-Noted: Stephen Lo of the vets hall had never received a notice for

-ANNOUNCEMENT: please talk to Joe Virgilio or Kevin Wilson about working on the draft/committee

Strategic Planning Team (R. Kadlovski)

-Goal : UBIA as an A-Class BIA

-Action Plan: Develop Strategic Plan to include:

-expansion of UBIA geographic area to include TooGood Pond, Varley Gallery, Fred Varley Drive Development, Stiver Mill, Heritage Area to gateway at Hwy 7 (Map provided in lobby)

-Noted: Vision of UBIA can only be achieved with support from ToM and others

-Noted: One of the most powerful assets, which must be included in the growth of the UBIA, is the Varley Art Gallery.

-development of a Unionville brand

-master plan to determine the appropriate retail mix to maximize the potential of Main Street

-Noted: currently there is a 50/50 retail to restaurant restriction

-Noted: change of mindset to operate like mall developers (mix, branding, operating hours,)

-seasonal disparity considerations

- Noted: winter time is the challenge for all merchants
- Noted: emphasis on encouraging locals in good and bad weather
- ‘No Dark Nights’ policy at Millennium Bandstand
- Noted: develop winter and summer opportunities
- Noted: develop daytime opportunities for different entertainment/services for different clientele/needs
- Noted: UBIA Strategic plan will have long-term, mid-term and short-term components
- ANNOUNCEMENT: Get involved on the Strategic Planning Committee which convenes weekly at 8am on Wednesday mornings at Old Firehall Confectionery**

Operations & Membership (L. Sharp)

- membership thanked for welcome to the street and for attending the meeting
- Goal : chop down internal communication costs (i.e. paper and printing) and increase communication (speedy, secure, simple)
- Action Plan: Everyone on email! On-line discussion boards, internal and external blogs, increase website responsiveness and content, training on email, training on website, members surveys
- Noted: Website glitch has been cleared!
- Noted: Training for website and email is available!
- ANNOUNCEMENT: UBIA has no member marketing materials and will come asking soon...website addresses, logos, photos, hours of operations, store/shop/restaurant descriptions, etc.**

Events & Marketing Team (E. Mariani)

- Goal: Events that bring people and spending to Unionville all year
- Action Plan: 2011 Event Roster, as supplied/circulated
 - Easter event will be on Saturday, April 23rd and will have a street closure from 11am-1pm for children’s safety; Kiddie Korner with egg hunt for kids 0-6; Mad Hatter’s Tea Party at the Varley Art Gallery; Egg-mazing Race will have teams on the street racing through clues and challenges;
 - Noted: Street closure plans have been modified as a result of members’ feedback
 - Noted: Volunteers are needed**
 - Noted: Egg-mazing Race participants will not be in the shops or restaurants
- Royal Wedding is at 4am on Friday, April 29th; UBIA is looking to support any pubs/restaurants that will stay open and celebrate
- Mother’s Day is on Sunday, May 8th; UBIA is looking to support your marketing efforts and wants to give all mum’s flowers
- Victoria Day is on Monday, May 23rd; UBIA is looking to partner with community groups for programming
- Unionville Festival is weekend of June 5th;
 - Noted: No business storefronts will be impeded by booths
 - Noted: UBIA is committed for \$6000 of support
- Millennium Bandstand
 - Noted: Wed nite @ the movies, Thursday Night Jazz, ToM programming Friday/Saturday/Sunday evenings with bands
 - Noted: UBIA looking for input on programming; please bring your ideas!
- ANNOUNCEMENT: Event Committee wants volunteers and needs your ideas and involvement.**

Streetscape Team (T. Lamanna)

- Goal: bring back the streetscape to what we remember from a few years ago
- Action Plan: introduce new flower initiative (Mark Cullen introduced);
- Noted: the problem is once the flowers are gone – need to illuminate and beautify
- Noted: plan will take funding but, with time, can be accomplished
- Noted: parking regulations not favoured (G. Iliopoulos)
- ANNOUNCEMENT: Please remind your staff and clientele to use off-street parking from April 1st to October 31st**
- ANNOUNCEMENT: Please tidy up our grounds of Earth Day on Thursday, April 21st – Earth Day is actually on Good Friday, April 22nd)**
- ANNOUNCEMENT: Please join the UBIA at 2pm on Friday, April 15th for the 20-Minute Makeover (a Markham-wide initiative to clean up our streets; clean-up kits are available from UBIA office)**

Finance Team (B. Dawson)

- Membership thanked for refreshing opportunity to focus on Main Street
- Meeting of 23FE2011 details
 - Projected deficit of \$91,300

- Negotiated deal with Urban Inc at \$27,500 (about 40% of outstanding claim); full and final release obtained
- As a consequence of deficit, a ToM general committee on Monday (04AP2011) has been requested to retire debt over 6 years (may be able to negotiate longer terms)
- Noted: difficulties in obtaining accurate information and difficulties continue
- Noted: Don Hamilton and council, Andy Taylor, Joel Lustig, Clerks' Office, Andrew Brouwer and Mayor Frank Scarpitti thanked for their efforts
- Noted: There are outstanding issues that the UBIA are working to bring to conclusion; Kevin Wilson (Kevin Wilson Law) has been brought in to help
- Budget presented/circulated : 'projected' column for approval; 'targeted' column is including sponsorship and grant proposals
 - Noted: additional spends are not committed until attained
 - Noted: Floor opened to questions; no questions held forth

MOTION: UBIA draft budget 2011 'projected' column, as presented, be approved for the year ending 31DE2011

Moved: T. Vasilovsky; Motion Second: P. Vasilovsky; Show of hands: 13 votes; **MOTION CARRIED**

MOTION: UBIA levy 2011, as presented, be approved for the year ending 31DE2011

Moved: P. Vasilovsky; Motion Second: T. Vasilovsky; Show of hands: 19 votes; **MOTION CARRIED**

- Noted: Levy is allocated through a formula of current assessed value of property value; UBIA has requested a review; anomalies have been noted; the discussion will be forwarded to owners

3. [Presentation: Carolyn Norman presented an opportunity to partner our advertising to garner a larger impact.](#)

4. [Presentation: Claudia Marsales & Dennis Flaherty presented the Big Belly disposal program set to arrive on Main Street Unionville this Spring as part of ToM's overall Zero Waste Campaign.](#)

5. New Business / Questions (R. Kadlovski & E. Mariani)

- A – We have tools of business that will allow us to do traffic counts, that will help us continuously ensure that we are working from analysis rather than hypothesis.
- B – Big Bellys are ready to be placed ASAP; need input from UBIA for locations
 - Big Bellys don't take Styrofoam; funding is available to help the UBIA move away from Styrofoam
 - ToM will be removing current garbage cans and they will be replaced with a whole new trash management system
 - Contact Claudia Marsales and the ToM's Department of Waste Management regarding current private pickup and trash collection and receptacle placement
- C – 90% of all food or beverage containers can be recycled in a Big Belly (i.e. paper coffee cups); reduce plastic straws;
 - Much of what is put in the green bin and all of what is put in the blue bin can be put in the Big Belly;
- D – Unionville is an upscale, contained/secluded neighbourhood interested in environment and presents a perfect opportunity to test ToM's ZeroWaste program and Big Bellys; huge benefits to being first;
- E – Seasonal parking problem – confusing signs/ticketing patrons/no parking available
 - Strategy and Streetscape Committees to consider parking audit engage members in conversation
 - Dangers and perils of permitting parking vs. the ease of open space
 - Open space may look deserted if there are no cars;
 - Installation of new benches within the ToM budget; D Hamilton to receive UBIA position/ideas/plans/redesigns to advocate at Council
 - Residents, we get the signs, visitors are confused; get the cars where the cars should park? Where is that?
 - Proposal: eliminate the parking signs and place more planters and benches instead of cars
 - Maybe we need signs to redirect;
 - Open up parking in the back (west side of street)
 - Work with landowners and create additional spots
 - Ticketing in violation of our 'stay and play' policy
 - Do something by Easter
- F – Unfairness of parking: delivery trucks/taking flood-plane parking area away/polluting from idling near decks

6. 7:39 - Motion to adjourn general meeting – Motion by B. Dawson; Motion Second by Tony Lamanna; MOTION CARRIED