

Unionville Business Improvement Area

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Going forward, all General Meeting invitations and minutes will be e-mailed to all members.

General Meeting Minutes - April 27th, 2011

Member Attendees: R. Kadlovski (OFC), E. Mariani (Mariani's Custom Clothiers), T. Lamanna (Flavours), S. Podrunzy (Blossom), J. Virgilio, DHamilton, B Dawson (BDawson CA), T. Taber (Paris Fashion), A. Mariani (Mariani's), L. Mariani (Mariani's), Jalali (Kriss), Jalali (Kriss), D. Worsley (MJF), C Day (RH&A), R Hyland (RH&A), C. Hunter (A Wee Bit), M. Tamio (Unionville Co.), J. Bisnaire (Niche Decor), A. Laxton (UVA), W. Kadlovski (OFC), P. Vasilovsky (Unionville Arms), S. Taylor-Wood (What Girls Want), H Argiro (Markham Art Council), T. Vasilovsky (Unionville Arms), R. Smylie (Main St – 154), A Black (ABlack Law), P. Jhingan (Blacksmiths Bistro), M. Smylie (Main St – 154), G. Sutherland, J. Guiler

Member Regrets: S. Iles (Cigar Bodega),

1. York Regional Police - Ivan Liew (Business Watch) & Sal Musso (Street Patrol)

-Goal: get onto your street, be proactive, say hello, emails

--3 fires (parkview, unionville arms, fred varley plaza) : Unionville Arms fire is under investigation;

--CIB take over the investigations; patrol is first on scene; have asked for information to be brought back to UBIA;

--please include all areas (in behind) to patrol;

2.. 6:40 – Meeting Called to Order (E. Mariani– Meeting Chair)

Approval of minutes of 30MR2011 : Motion : Tony Lamanna ; Motion Second : Adele Mariani; 10 ayes;

MOTION CARRIED

[3. 6:45 Presentation -- Main Street Unionville today; Where is Main Street Unionville tomorrow?](#)

Robert Hyland and Christie Day of [Robert Hyland & Associates](#)

-Presentation based on conversations with strategic planning committee

-Christie delivered her bio (writer and designer) and detail on Unionville Festival involvement

-Questions to be answered : break through clutter; unify member knowledge, bring sustained value year-round,

Branding - core values; what do we stand for; we need to manifest the brand we bring forward; leadership (sustainability);

-Make sure every \$ is spent along the brand messaging; consistency is key;

-The Unionville Experience : strolling, dining, events, friendly, sports, generosity, volunteerism,

-How to expand destination district : upscale amenities + village life + interesting + nearly 12 months + unique

-Brief listing of concepts to investigate - partnerships, heritage, etc.

-Research during UFest; and ongoing to build a plan; elements of plan growth;

4. Questions/Comments - (*indicates clarification from Board of Directors)

- churches left out; there's a program with music and churches and it brings restaurants into play

- heritage left out; need to present heritage as not old but a part of new street; challenge is how heritage is packaged

- how do we go about input? *owners and tenants will be engaged individually;

- *strategy and branding are urgent and shouldn't be delayed - Christie and Rob (RH&A) available to all on street for one-to-one issues and discussions

- *top ten concerns - parking, 50/50 split, empty storefronts, - and strategy needs to attack systemic problems

- problem with bylaws, problem with restrictions, improve the operational side, make modern but we don't seem to have help from town; is the problem with historical society? suffering and we keep closing people down. we already have a brand and we have been diminishing the brand. Competition makes the street better. Demographics change but the restrictions may be killing us

- focus on arts has been neglected; new relationship cultivated with Varley; brings interested people and important consumers
 - cultural components drives people to the towns; Stratford exemplified as year-round destination;
 - where do people who come here sleep?
 - what kind of businesses are we attracting and what are the bylaws we need to change? L Mariani is right on...are we trying to open more restaurants? how do we address the type of person coming in to the stores? how to we get the landowners looking at a better quality person that opens beyond 5pm and before 12noon.
 - won't be a shopping centre because there are too many owners. must go one-by-one and hopefully the owner will choose the right tenant; at some point they become desperate and get in whoever they can
 - with a plan we can then get to the Town;
 - taxes are extreme;
 - charged \$800 by town for watering plants
 - currently a cultural wasteland, and bring the gallery into the fold, build the street, look at the model and drive it culturally;
 - if we move it to become like NOTL, then we can open anything.
 - let's move on speaking to individuals and getting a common denominator;
 - parking is important and customers are getting tickets; why is parking prohibited?;
 - current parking situation is not okay
4. Officer & Committee Updates (E. Mariani)

Governance Committee (J. Virgilio)

- voting rights and determination; feedback welcomed; aiming for governance draft by end of summer;
- ANNOUNCEMENT: Please contact Joe Virgilio or Kevin Wilson with suggestions (jvirgilio@virgiliolaw.com)**

Finance Committee (B. Dawson)

- no update

Operations & Membership (L. Sharp)

- website is updated with merchant websites; please verify your information and business directory sections
- expect email for mother's day involvement, Unionville festival resources and collecting hours

Marketing Committee (S. Podrunzy)

- interim [logo and design](#) for next 6 months; [good life design](#)
- we have engaged in a 12-month program with the Markham Economist & Sun; Carolyn Norman will be contacting you for inclusion;
- please send marketing opportunities and suggestions to marketing@unionvilleinfo.com

Events Committee (E. Mariani)

- Easter was a success
 - Mother's Day initiative to give \$500 worth of carnations from participating merchants (opt in email coming soon)
 - no Victoria Day initiative for 2011
 - Action Plan: [2011 Internal Working Event Roster](#)
- ANNOUNCEMENT: Event Committee wants volunteers and needs your ideas and involvement. Next General Events Meeting is on May 4th @ 6pm in McKay House**

Streetscape Committee (T. Lamanna)

- flags are up and let's work on getting sunlight
- flowers coming at the end of may; barrels after UF; investigating additional flowers
- working on xmas decor now
- working on extra lighting on street; Ambiyen fence lights are down
- LEDs or old lights? replaceable leds, wind has been a problem...
- big bellies - asking for 8-10 big bellies in bown-black colours; going to council to embrace full project not a pilot project

Strategic Planning Committee (R. Kadlovski)

-no update other than presentation

5. New Business / Questions (R. Kadlovski & E. Mariani) - (*indicates clarification from Board of Directors)

A --Logo? old or new? *stick with old

B --video surveillance - look at issue of surveillance for all business owners on the street; safety issue is extremely important; need lighting;

*police are bringing forward ideas; we've had conversations with security companies and will be doing a walk around

6. 8:19 - Motion to adjourn general meeting – Motion by T. Lamanna; Motion Second by C. Hunter;

MOTION CARRIED

ANNOUNCEMENTS

Event Committee wants volunteers and needs your ideas and involvement. Next General Events Meeting is on May 18th @ 6pm in McKay House

Please contact Joe Virgilio or Kevin Wilson with suggestions (jvirgilio@virgiliolaw.com) on governance

ADDENDUM:

How to raise your issue for discussion & resolution...

1.Call any of the directors and explain your concern

2.Follow up with an email to the director which outlines your issue details (for board distribution) and ask to be put on the Board Meeting agenda (this is a meeting which occurs weekly at 5pm)

3.You'll receive email confirmation that you've been added to the agenda and will need to present to the board

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MOTION CARRIED

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