

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 - June 28th, 2011

Attendees:

Sandra Tam, Eddie Mariani, Tony Lamanna, Sarah Iles, Stephan Lau, Rob Kadlovski, Wendy Kadlovski, Ray Smylie, Jack Valianes, Christie Day, Robert Hyland, Mavis Smylie, Carol Hunter, Sharon Taylor-Wood, Sylvia Morris, Devon Crowell, Mario Tiano, Helen Argiro, Dave Conway, Roger Kanda, Mark Gaudet

Regrets: Domenic Di Bernardo, Bill Dawson, Joe Virgilio, Joyce Capoccitti, Don Hamilton, Jim Jones

1. 7:06 – Meeting Called to Order (E. Mariani– Meeting Chair)

Approval of minutes of 27AP2011 : Motion : Sarah Iles ; Motion Second : Tony Lamanna; **MOTION CARRIED**

2. Officer & Committee Updates (E. Mariani)

Governance Committee (J. Virgilio)

-Joe Virgilio unable to attend; No update reported for the Governance Committee

Finance Committee (B. Dawson)

-Bill Dawson unable to attend; No update reported for the Finance Committee

Streetscape Committee (T. Lamanna)

Wednesday the 29th is Town of Markham Big Belly launch; please come out and support the initiative as the mayor will be here. Big Bellies can take all recyclables; Big Belly will compact recycling to reduce the total number of trips by waste disposal, and reduce the overall volume of trash; Big Belly alerts waste management for pick up when full; Unionville is the site of the pilot project and will allow us to lead to the street in staying clean

Big Bellies do not take food nor polystyrene

Unionville will receive 12 oxblood/maroon receptacles; Current trash receptacles will be removed and new bins and benches will be arriving

Q (C Hunter) - Are merchants to use the Big Bellies for cardboard? A (T Lamanna) - Big Bellies are for citizens/visitors;

Q (R Smylie) - Are the rules of what can be recycled easily discernible? A (T Lamanna) - there is signage on the Big Bellies themselves and as a pilot project we must begin the education with our merchants and employees and then on to educating visitors;

Events Committee (E. Mariani)

Unionville Festival Sunday was a success

- Farmers Market was thrilled to be invited and will be invited to the street again
- Blue Bridge Performers collaboration with Varley Art Gallery was great initiative

Bollywood & Main was well-received and well-attended

- proven hands-down that the market for entertainment that isn't strictly music is there. We can successfully use it

for fashion shows and other cultural events

Millennium Bandstand is a bit more difficult to book; please bring your ideas for the bandstand and utilize the UBIA for booking of the bandstand

Celtic Festival is scheduled for July 9th & 10th

- Road closure from Carlton Road to Station Lane on Saturday and Sunday
- Will display Highland Games, Celtic Workshops, Medieval Times, Music & Vendors
- Highland Games will be behind the Millennium Bandstand in Millennium Square
- This weekend conflicts with two baseball tournaments and a soccer tournament and so a different weekend will be considered for following years

Markham Jazz Festival has gotten the Town to declare August 15th to 21st as Jazz Appreciation Week in Markham

- Hot Spots are available to be claimed; cost \$100 not incl. cost of band;
- There will be vendors for jazz but no outside vendors;
- Street closure on Friday night and Saturday night; same as the previous closures to include the Planing Mill
- New Hot spot behind the McKay House (wine and jazz);
- Confirmation needed on programming for Blacksmith Bistro's driveway; Jakes on Main's driveway is available
- August 19th is the Gala at the Markham Theatre
- Event Committee will inquire if jazzfm will be on street

Q (C Hunter) - Is the MJF one weekend or two? A (E Mariani) One.

Q (S Morris) - Is the weekend Jazz on Main? A (E Mariani) Markham Jazz Festival hosted by Main Street Unionville; co-marketing naming concern has been raised with the MJF committee

Q (S Iles) - Will there be a portable stage at the top (north end) of the street? A (E Mariani) Nope.

Q (R Smylie) - How are events being publicized? Can we get flyers at the stores? Can we get the events all listed on individual posters for month -by-month? A (E Mariani) Facebook, Markham Economist and Sun; Will look at month-by-month poster idea;

-Action Plan: [2011 Internal Working Event Roster](#)

Marketing Committee (S. Podrunzy presented by L Sharp)

Sneak peek of street map for Big Belly Launch and beyond provided

Marketing Booth for the Merchants of Main Street will be set up at all Events

Marketing Swag - appeal for novel ideas for our logo/branding

Operations & Membership (L. Sharp)

Fan Email list approaching 300 - opt-in from website

Trying to dial-up content and combine communications for reduced inbox clutter

2 Summer Students - Michele & Stephanie - will be asked Street Ambassadors, Database Builders, Volunteer System

Designers and Millennium Bandstand 24/7 Summertime Programmers

-Peter Wales has made the connection for some student volunteers

-to fill the void from members not stepping forward to help the organization, the Summer Students will be tapped for additional help will volunteer program design

Strategic Planning Committee (C Day)

Presentation: [Robert Hyland & Associates presentation](#)

- Sandra Tam introduced to members

Q (R Smylie) From your pie chart you've indicated that 40% are from inside Markham & 60% are from outside...how many are actually tourists? A (C Day) The pie chart is constructed from estimates given by merchants...it's a best guess. A hard line counting system hasn't been implemented; will want to collect postal codes to get the detailed information

C (R Kadlovski) - collect information with a central hub and provide a thank you gift

C (M Tiano) - Get information from credit card sales that merchants can get through the credit card companies

C (C Day) - Will use information to see where to advertise, where to spend money

C (M Gaudet) - Some spending and granting is based on distance; get volunteers to survey visitors on the weekend

Q (R Kadlovski) - Are our members forthcoming with information? Do we ask about seasonality? Do they not want to share information? A (C Day) Breaking it down while everyone is really rather busy; I think the critical information is the winter months; who is strong in the off season? Who struggles the most? How can we fill this in? Events is working on it very well...how to make events from thanksgiving to easter. Core strategy to bring Unionville as the centre of arts and culture.

C (D Conway) Returned from the Beaches and it's "humming...because it's open!" There is activity on the street. Why don't we have the same sort of street traffic when were in the middle of a huge population?

C (R Kadlovski) Disagree; Believes that the Beaches is failing...while you see people on the street it doesn't translate to sales.

C (E Mariani) How can we refresh people in the area to come back to the street? How can we have more consistency in the hours so that people are coming for more? Customers come when they're ready not when you're ready for them. Can't be done on an individual basis...needs to be collective.

C (C Hunter) Will everyone be open together? It's not worth it if we have no full buy-in

C (S Taylor-Wood) Why do people disappear off the street? Where did the people go? What are we supposed to be? Are we a tourist attraction? Must we be a tourist spot? Is the spending shifting?

C (R Kadlovski) Perception that we are ice cream street is misperception; Roger is doing well because he's open late...right product, right people, right time - becoming a destination retail. Until we leave the silo mentality, we won't work.

C (R Kanda) People on the street late are walking across the street to go into something open.

C (D Crowell) Direct relation with hours may not show immediately but being open opens the door to having someone become a customer.

C (E Mariani) In retail we forget the that the customer is not at our mercy, we are at theirs...they might not buy the first time, they might just want to see and then they come back. Putting in the time.

C (C Day) How do we bring people to the street so that the hours are not costing but gaining. It's important that the BIA creates energy around this village. Truck shows, demos, on the street events, more pedestrian mall time, make it so lively and interesting that people want to be there.

C (S Taylor-Wood) Have you noticed that the hub of the street stops at the Blacksmith Bistro at 5pm; We have gaps at the end of the street; How do we pull them down the street? There is a lot going on.

C (R Kanda) Idea : starting jewelry business is the bridal business; marriage and weddings and firsts. How d we grow those who don't know about Unionville? We make a bridal destination.

C (C Day) Merchants should start to consider co-promotions among businesses

3. New Business / Questions (E. Mariani)

R Smylie - email concerning by-law enforcement; the town has been reliant and we've gone too far overboard.

S Morris - Heritage board was coming to Unionville complaining of banners and so forth.

E Mariani - Email was attempt at self-policing to raise awareness for fairness and policies that are unknown;

4. 8:39 - Motion to adjourn general meeting – Motion by E Mariani; Motion Second by T Lamanna; **MOTION CARRIED**

ANNOUNCEMENTS

Event Committee wants volunteers and needs your ideas and involvement.

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