

A meeting of the Main Street District Business Improvement Area Board of Management was held on Tuesday, July 15, 2014 at 7:30 p.m. in Multi-Purpose Room #1, Magna Centre at 800 Mulock Drive.

Members

Present: Jackie Playter, Chair
Adrian Cammaert
James Elliott
Steven Gilbert
Anne Martin (7:46 to 8:44 p.m.)

Absent: Nancy Barnard
Nancy Gerry
Councillor Sponga
Siegfried Wall

Staff: C. Kallio, Economic Development Officer
L. Moor, Council/Committee Coordinator

Jackie Playter in the Chair.

In the absence of quorum at 7:30 p.m., the Chair advised that discussion only would take place.

The Economic Development Officer provided a verbal update regarding the Main Street District Business Improvement Area Board of Management's financial status as at the end of June, 2014.

The Chair provided a verbal update on the tremendous success of the Canada Day festivities. Discussion ensued regarding the feasibility of requesting more police presence along Main Street during the exiting of the Fairy Lake Park beer tent patrons.

Anne Martin arrived at 7:46 p.m.

The meeting was called to order at 7:47 p.m.

ADDITIONS

None.

DECLARATIONS OF INTEREST

None.

1. **MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – JULY 15, 2014 – ITEM 1**
APPROVAL OF MINUTES

Main Street District Business Improvement Area Board of Management Minutes of June 17, 2014.

Moved by James Elliott
Seconded by Steven Gilbert

THAT the Main Street District Business Improvement Area Board of Management Minutes of June 17, 2014 be approved.

CARRIED

2. **MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – JULY 15, 2014 – ITEM 2**
COMMITTEE REPORTS

Tourist Oriented Directional Signage (TODS)

A. Cammaert provided a verbal update regarding the tourist directional signage installation on Highway 404, he advised that the signs should be in place advertising 'Historic Main Street, Newmarket' by October, 2014.

Courtesy Campaign – Bicycle and Skateboard Travel

The Chair advised that the Town's courtesy campaign signage relating to bicycle and skateboard travel on Main Street will soon be erected.

Filming Commercial on Main Street

The Economic Development Officer provided a verbal update regarding a permit application by the Insurance Bureau of Canada to film a commercial on Main Street on July 16 and 17, 2014. Discussion ensued regarding the fee associated with the film permit.

**Moved by Adrian Cammaert
Seconded by James Elliott**

THAT the Main Street District Business Improvement Area Board of Management requests \$500.00 from the Insurance Bureau of Canada for the commercial shoot on Main Street.

CARRIED

Jazz Festival

The Chair advised that the Marketing sub-committee has been diligently working on details of festivities along Main Street during the Jazz Festival scheduled for the Civic Holiday weekend in August. Discussion ensued regarding the location for the 'Les is More' Guitar Extravaganza during the event.

**3. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – JULY 15, 2014 – ITEM 3
BIA ELECTION**

The Chair requested that Members consider themselves to stand for re-nomination to the Main Street District Business Improvement Area Board of Management and that the November meeting deal exclusively with such determination and the meeting will be held on Monday, November 10, 2014 beginning at 7:30 p.m.; location to be announced.

**4. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – JULY 15, 2014 – ITEM 4
NEW BUSINESS**

- a. The Economic Development Officer provided a verbal update regarding the status of the Clock Tower development.
- b. The Chair advised that the August meeting of the Main Street District Business Improvement Area Board of Management is cancelled and the next scheduled meeting will be September 16, 2014 at the Community Centre and Lions Hall at 200 Doug Duncan Drive.

**Moved by Steven Gilbert
Seconded by James Elliott**

THAT the meeting adjourn.

CARRIED

There being no further business, the meeting adjourned at 8:44 p.m.

Date

Jackie Playter, Chair