

The meeting of the Main Street District Business Improvement Area Board of Management was held on Tuesday, October 21, 2014 at 7:30 p.m. in Hall # 1, Community Centre, 200 Doug Duncan Drive.

**Members**

Present: Jackie Playter, Chair  
Nancy Barnard  
Adrian Cammaert  
Steven Gilbert  
Anne Martin

Absent: James Elliott  
Nancy Gerry  
Councillor Sponga  
Siegfried Wall

Guest: Vickie Sparks, Good Vibes on Main

Staff: C. Kallio, Economic Development Officer

Jackie Playter in the Chair.

The meeting was called to order at 7:35 p.m.

**ADDITIONS**

None.

**DECLARATIONS OF INTEREST**

None.

**1. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF  
MANAGEMENT MINUTES – OCTOBER 21, 2014 – ITEM 1  
APPROVAL OF MINUTES**

Main Street District Business Improvement Area Board of Management Minutes  
of September 16, 2014.

**Moved by Steven Gilbert  
Seconded by Nancy Barnard**

**THAT the Main Street District Business Improvement Area Board of Management Minutes of September 16, 2014 be approved.**

**CARRIED**

The Chair extended her thanks to Mr. Adrian Cammaert for all his efforts in obtaining the directional signage recently installed on Highway 404.

**2. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – OCTOBER 21, 2014 – ITEM 2  
FINANCIAL REPORTS**

The Economic Development Officer provided a verbal financial update of Board expenditures to date and advised of the current balance. He advised that there are sufficient funds to purchase Christmas radio advertising on the Jewel 88.5. in the amount of \$1,000.

**3. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – OCTOBER 21, 2014 – ITEM 3  
COMMITTEE REPORTS**

- a) The Chair advised that Whitney Broydell has resigned her minute taking and website updating services from the Marketing Sub-committee. A suggestion was made to hire an Administrative Assistant for support. The Chair suggested an interested individual and discussion ensued regarding qualifications and the nature of the proposed support of that position.
- b) The Chair advised that the Main Street District Business Improvement Area Board of Management has been approached to support a charitable event (Victorian Tea – weekend of November 15, 2014) in an effort to assist underprivileged children in joining school trips that might not be affordable. Tickets to the event are \$50 per person, with an anticipated attendance of approximately 200 people. Ms. Vickie Sparks agreed to design tent cards for the tables at the event in an effort to promote Main Street.

**Moved by Nancy Barnard  
Seconded by Steven Gilbert**

**THAT an amount of \$800 from the Main Street District Business Improvement Area Board of Management be directed to the Victorian Tea charitable event (weekend of November 15, 2014) to assist sponsorship of underprivileged children in joining school trips.**

**CARRIED**

**4. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – OCTOBER 21, 2014 – ITEM 3  
ANNUAL GENERAL MEETING DISCUSSION**

The Chair advised that the Business Improvement Area Annual General Meeting is scheduled for Monday, November 10, 2014 at 7:30 p.m. at the Community Centre and Lions Hall, 200 Doug Duncan Drive. She advised that she has delivered notices of the meeting to Main Street businesses. Nominations for membership to the Board of Management must be submitted to the Economic Development Officer by October 24, 2014. The Chair further advised that candidates are to submit a short biography. The Economic Development Officer provided a verbal update regarding the voting process; eligible voters may select up to a maximum of eight (8) names on the ballot.

The Economic Development Officer provided a verbal report regarding the 2014 budget figures and allocations. He advised that the \$30,000 budget is currently allocated as follows:

\$21,000 – Advertising  
8,000 – Events  
500 – Administration  
500 – Miscellaneous

The proposed 2015 budget could be allocated as indicated below if the general membership is in support at the Annual General Meeting.

\$12,000 Advertising  
12,000 Events  
5,000 Administration  
1,000 Miscellaneous

**Moved by Adrian Cammaert  
Seconded by Anne Martin**

**THAT the proposed 2015 budget allocation figures be forwarded to the Annual General Meeting membership for further discussion.**

**CARRIED**

**5. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – OCTOBER 21, 2014 – ITEM 5  
NEW BUSINESS**

- a) Discussion ensued regarding the Candle Light Parade scheduled for Friday, November 14, 2014 beginning at 7:00 p.m. The parade details are as follows:

Start at Water Street and Main and proceed to the property known as the Clock Tower Inn. It was noted that an electricity supply will be required and the Blooming Wellies proprietor has advised she may be able to provide such.

- b) The Town of Newmarket Santa Claus Parade is scheduled for Saturday, November 15, 2014.
- c) Discussion ensued regarding the signage advising of the Heritage Designation District at Water Street, Eagle Street and Main Street. Adrian Cammaert distributed examples of signs that might be suited for Heritage Designation direction. A cost estimate of \$3600 for two signs was tabled.
- d) Discussion ensued regarding accessible parking spaces. The Chair advised that parking issues will be re-evaluated once the reconstruction of Old Town Hall is complete. The Economic Development Officer advised that he would investigate the standard accessible spaces ratio and report back.
- e) Anne Martin queried if the lamp posts on Cedar Street would be changed to the heritage style.

**Moved by Steven Gilbert**  
**Seconded by Nancy Barnard**

**THAT the meeting adjourn.**

**CARRIED**

There being no further business, the meeting adjourned at 9:20 p.m.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Jackie Playter, Chair