



Town of Newmarket Agenda

Main Street District Business Improvement Area Board of Management

Date: Wednesday, April 17, 2019
Time: 8:00 AM
Location: Serpa Studio
Old Town Hall
460 Botsford Street
Newmarket, ON L3Y 1T1

Pages

1. Additions and Corrections to the Agenda

2. Declarations of Pecuniary Interest

3. Presentations & Recognitions

3.1 Newmarket Group of Artists

Note: Jason Wighton, President, Newmarket Group of Artists and Robin Burnett, Head, Art Walk & Studio Tour subcommittee.

3.2 GIS/Map Caching

Note: Janis Luttrell, Recreation Programmer, Community Events, Town of Newmarket will be in attendance to provide a presentation on this matter.

4. Deputations

4.1 Picture This

1

Note: Victor Emberson will be in attendance to provide a deputation on this matter.

4.2 York Pride Festival

3

Note: Jacob Gal, Development and Communications, York Pride will be in attendance to provide a deputation on this matter.

5. Approval of Minutes

5.1 Main Street District Business Improvement Area Board of Management Meeting Minutes of March 20, 2019

5

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of March 20, 2019 be approved.

6. Items

6.1 Street Events Update

6.2 Financial Update

6.3 NDDC Update

6.4 Staff Update

6.4.1 Soofa Data

6.4.2 Main Street Patios

7. New Business

8. Closed Session (if required)

9. Adjournment

Deputation and Further Notice Request Form

Please complete this form to speak at a meeting of Town Council or Committee of the Whole or to receive further notification regarding an item on the agenda. If filling out by hand please print clearly.

Please email to clerks@newmarket.ca, fax to 905-953-5100 or mail or drop off at Legislative Services Department, Town of Newmarket Municipal Offices, 395 Mulock Drive, PO Box 328, STN Main, L3Y 4X7

Name: Vic Emberson	
Organization / Group/ Business represented: Picture This Canada	
Address: [REDACTED]	Postal Code: [REDACTED]
Daytime Phone No: [REDACTED]	Home Phone: [REDACTED]
Email: [REDACTED]	Date of Meeting: April 17, 2019
Is this an item on the Agenda? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Agenda Item No:
<input type="checkbox"/> I request future notification of meetings	<input checked="" type="checkbox"/> I wish to address Council / Committee
Describe in detail the reason for the deputation and what action you will be asking Council/Committee to take (if applicable): This visit is an introduction to the Looking Over Newmarket publication that features the downtown area in hopes to gain feedback on design and the consideration by the BIA to be presented as in past editions.	
Do you wish to provide a written or electronic communication or background information <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Please submit all materials at least 5 days before the meeting.	

Deputation Guidelines:

- Deputations related to items on the agenda can be accommodated up to and including the meeting day;
- Deputations related to items not on the agenda may be scheduled within sixty (60) days of receipt of this form;
- Deputations will not be heard on a matter decided upon by Council until ninety (90) days have passed from the date of the matter's disposition by Council;
- Deputations are limited to 5 minutes.

Be advised that all Council and Committee of the Whole meetings are audio-video recorded and live streamed online. If you make a presentation to Council or Committee of the Whole, your presentation becomes part of the public record and you will be listed as a presenter in the minutes of the meeting. We post our minutes online, so the listing of your name in connection with the agenda item may be indexed by search engines like Google.

Personal information on this form will be used for the purposes of sending correspondence relating to matters before Council. Your name, address, comments, and any other personal information, is collected and maintained for the purpose of creating a record that is available to the general public in a hard copy format and on the internet in an electronic format pursuant to Section 27 of the Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990, c.M.56, as amended. Questions about this collection should be directed to the Director of Legislative Services/Town Clerk, Town of Newmarket, 395 Mulock Drive, P.O. Box 328, STN Main, Newmarket, ON L3Y 4X7; Telephone 905 895-5193 Ext. 2211 Fax 905-953-5100

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Name: Jacob Gal	
Organization / Group/ Business represented: York Pride Festival	
Address: [REDACTED]	Postal Code: [REDACTED]
Daytime Phone No: [REDACTED]	Home Phone: [REDACTED]
Email: [REDACTED]	Date of Meeting:
Is this an item on the Agenda? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Agenda Item No: N/A
<input type="checkbox"/> I request future notification of meetings	<input checked="" type="checkbox"/> I wish to address Council / Committee
Describe in detail the reason for the deputation and what action you will be asking Council/Committee to take (if applicable): A York Pride representative would like to update the Newmarket BIA on plans for Pride 2019. Keeping the BIA up to date on our growing celebration of 25,000+ attendees+, is vital to the success of the festival and the Main Street engagement. We have dates, times, closures and plans ready for sharing! *10 Minutes required *The Town of Newmarket is heavily invested in supporting our growth. In just two years our attendance has increased by over 2000%, data which has been carefully collected by the Town of Newmarket with their high tech SOOFA system (solar powered benches). In 2018, York Pride Festival tracked 25,000+ unique foot traffic in the downtown core of Newmarket.	
Do you wish to provide a written or electronic communication or background information <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Please submit all materials at least 5 days before the meeting.	

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Town of Newmarket

Minutes

Main Street District Business Improvement Area Board of Management

Date: Wednesday, March 20, 2019
 Time: 8:00 AM
 Location: Serpa Studio
 Old Town Hall
 460 Botsford Street
 Newmarket, ON L3Y 1T1

Members Present: Tom Hemen, Chair
 Allan Cockburn, Vice Chair
 Councillor Kwapis
 Councillor Twinney (8:27 AM - 9:52 AM)
 Rob Clark
 Debbie Hill
 Mark Iacovetta
 Jennifer McLachlan
 Ken Sparks

Members Absent: Omar Saer

Staff Present: C. Kallio, Economic Development Officer
 E. Bryan, Business Development Specialist
 T. Cresswell, Supervisor of Marketing & Sponsorship
 J. Zulaf, Coordinator of Advertising & Sponsorship
 J. Grossi, Legislative Coordinator

Guests: Gianni Creta, President, Envi Network

The meeting was called to order at 8:05 AM.
 Tom Hemen in the Chair.

1. Additions and Corrections to the Agenda

The Chair advised of the following correction to the agenda:

- Item 4.2 - Dan McPherson will be in attendance to provide a deputation

2. **Declarations of Pecuniary Interest**

There were no declarations of pecuniary interest.

3. **Presentations & Recognitions**

3.1 **10 Minute Play Festival**

Tracy Cresswell, Supervisor of Marketing & Sponsorship and Jesse Zulaf, Coordinator of Advertising & Sponsorship provided a presentation to the Main Street District Business Improvement Area Board of Directors regarding the annual 10 Minute Play Festival. The presentation included an overview of Festilicious, Busker Festival and sponsorship options for the 2019 event.

Moved by: Jennifer McLachlan

Seconded by: Councillor Kwapis

1. That the presentation regarding the 10 Minute Play Festival be received.

Carried

3.2 **Envi**

Gianni Creta, President of Envi provided a presentation to the Main Street District Business Improvement Area Board of Directors outlining the history of Envi, their partnership with the Town of Newmarket and future connection options.

Moved by: Councillor Kwapis

Seconded by: Allan Cockburn

1. That the presentation regarding Envi be received.

Carried

4. **Deputations**

4.1 Michelle Clayton-Wood

Michelle Clayton-Wood provided a deputation. She presented an event idea with the theme of End of Prohibition day or weekend that would draw people to the street and promote business.

Moved by: Councillor Twinney

Seconded by: Ken Sparks

1. That the deputation provided by Michelle Clayton-Wood be received.

Carried

4.2 Snapd

Dan McPherson was in attendance to provide a deputation. He summarized the role of snapd in the community and the outlets that they provide for communication and advertising.

Moved by: Jennifer McLachlan

Seconded by: Mark Iacovetta

1. That the deputation provided by Dan McPherson regarding snapd be received.

Carried

5. Approval of Minutes

5.1 Main Street District Business Improvement Area Board of Management Meeting Minutes of February 19, 2019

Moved by: Ken Sparks

Seconded by: Councillor Kwapis

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of February 19, 2019 be approved.

Carried

6. Items

6.1 Appointment to the Lower Main Street South Heritage Conservation District Advisory Group

Moved by: Councillor Kwapis

Seconded by: Councillor Twinney

1. That Tom Hempen be appointed as the Main Street District Business Improvement Area Board of Management representative on the Lower Main Street South Heritage Conservation District Advisory Group.

Carried

6.2 2019 Strategic Priorities

The Board members discussed the possibility of hiring a consultant to assist with the development of their strategic priorities.

The Board members discussed the following draft budget allocation:

- Advertising \$7,500
- Promotion \$20,000
- Miscellaneous \$1,500
- Stationary \$1,000

7. New Business

7.1 Earth Hour

Councillor Kwapis thanked the Board members for their support with the Town of Newmarket's Earth Hour promotion.

7.2 Town of Newmarket Smoking Bylaw

Councillor Kwapis advised that Council reviewed the options presented for the updated smoking bylaw at the Committee of the Whole meeting on Monday March 18, 2019 and has asked for public input before a decision is made.

7.3 Christmas Party

Allan Cockburn advised that Old Town Hall needs to be booked for the annual Christmas party and that he will confirm the booking.

7.4 Backflow Prevention Bylaw

The Business Development Specialist advised that the Town of Newmarket is proposing a backflow prevention bylaw and additional information will be circulated when available.

7.5 Social Media

Tom Hempen advised that the Business Improvement Area social media account information has been provided and that he and Ken Sparks are the current administrators. Website information will be obtained.

7.6 Garbage Clean Up

Tom Hempen suggested that Main Street be cleaned since the snow has melted and the weather has warmed up. Councillor Kwapis advised that he would bring this request to the respective department.

7.7 Document Sharing

Rob Clark suggested a document sharing system to ensure that the Main Street District Business Improvement Area Board of Directors all have access to the same resources and meeting notes.

8. Closed Session

Tom Hempen advised there was no requirement for a Closed Session.

9. Adjournment

Moved by: Jennifer McLachlan

Seconded by: Ken Sparks

1. That the meeting be adjourned at 9:52 AM.

Carried

Tom Hempen, Chair

Date

