



Town of Newmarket Agenda

Main Street District Business Improvement Area Board of Management

Date: Wednesday, May 15, 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 Code of Conduct

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Note: Robert Swayze, Integrity Commissioner, will be in attendance to provide a presentation on this matter.

3.2 York Regional Police

Note: A Detective Sergeant in the Investigative Bureau and a Crime Prevention Officer from York Regional Police will be in attendance to provide a presentation on this matter.

3.3 GIS/Map Caching

19

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 Jewel Radio 88.5

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Note: Santana Chircop, Account Manager and Franca Sperandeo, Sales Manager 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 April 17, 2019 33

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of April 17, 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

- 6.5 Buskerfest Funding

Note: This item was deferred from the April 17, 2019 Main Street District Business Improvement Area Board of Management meeting.

7. New Business

8. Closed Session (if required)

9. Adjournment



Corporation of the Town of Newmarket

By-law 2019-08

A By-law to Establish a Code Of Conduct for Members of Council, Local Boards and Adjudicative Boards.

Whereas subsection 223.2 (1) of the Municipal Act, 2001, S.O. 2001, c. 25, as amended, provides that a municipality shall establish codes of conduct for Members of Council of the municipality and of local boards of the municipality;

And whereas the Council of the Corporation of the Town of Newmarket considers it appropriate and proper to establish a code of conduct (the "Code") and to enact a by-law in this regard and to repeal By-law 2016-10.

Therefore be it enacted by the Council of the Corporation of the Town of Newmarket that the following Code of Conduct for Members of Council, Local Boards and Adjudicative Boards is hereby adopted:

PREAMBLE

Members of Council have the privilege of attaining elected office. That privilege carries significant responsibilities and obligations with respect to the public trust. In order to strengthen the role of Council and to enhance public trust with respect to the obligations of its Members, this Code is established to govern and regulate the ethical conduct of all Members and also supplements existing superior legislation, municipal by-laws and related corporate policies that govern Members' conduct.

1. PURPOSE AND PRINCIPLES

- 1.1 The Code sets out and identifies the Town's expectations for its Members and establishes rules for appropriate conduct.
- 1.2 The public expects the highest moral and ethical standards of conduct from the Council that it elects and Members appointed to Local Boards and Adjudicative Boards. The behaviour and actions of Members is expected to reflect the principles of accountability, transparency, and public trust. Adherence to these standards will protect and maintain the Town's reputation and integrity.
- 1.3 The key statements of principle that underline this Code are as follows:
 - (a) the decision-making process of Council and its Local Boards and Adjudicative Boards is open, accessible and equitable and respects the Town's governance structure;
 - (b) public office is not to be used for the personal financial benefit of any Member;
 - (c) Town residents should have confidence in the integrity of their local government and of their Members;
 - (d) the conduct of each Member is of the highest standard; and

- (e) the conduct of each Member demonstrates fairness, respect for differences and a duty to work with other Members together for the common good.

2. APPLICATION

- 2.1 This Code applies to every Member. This Code shall be applied to all Members of Local Boards and Adjudicative Boards who are not Members of Council.
- 2.2 Schedule 1 of this Code shall apply only to Members of Adjudicative Boards.

3. DEFINITIONS

3.1 In this Code:

- (a) **“Adjudicative Board”** means a quasi-judicial body which operates at arm’s-length from Council and shall include only the following:
 - (i) Appeal Committee,
 - (ii) Committee of Adjustment, and
 - (iii) Property Standards Committee
- (b) **“Clerk”** means the Director of Legislative Services/Town Clerk or his/her designate;
- (c) **“Code”** means the “Code of Conduct for Members of Council, Local Boards and Adjudicative Boards” as established by Council pursuant to Section 223.2 of the Municipal Act, 2001;
- (d) **“Committee”** means a committee, board, task force or other body constituted and appointed by Council, including the Committee of the Whole, with the exception of the Newmarket Public Library Board;
- (e) **“community groups and organizations”** means any group, club, society, or organization and any non-profit or charitable group or organization operated for social welfare, civic improvement, pleasure, recreation or any other purpose except profit. Including but not limited to registered charities and non-profit organizations as defined by the Canada Revenue Agency.
- (f) **“complainant”** means a person who has filed a complaint in accordance with this Code;
- (g) **“complaint”** means a written objection filed with the Integrity Commissioner pursuant to this Code respecting a Member;
- (h) **“confidential information”** means any information in the possession of or received in confidence by the Town that the Town is prohibited from disclosing or has decided to refuse to disclose under the Municipal Freedom of Information and Protection of Privacy Act or other legislation, which includes but is not limited to:
 - (i) information that is disclosed or discussed at a meeting that is closed to the public pursuant to subsection 239(2) of the Municipal Act, 2001;
 - (ii) information that is given verbally in confidence in preparation for or following a meeting that is closed to the

public pursuant to subsection 239(2) of the Municipal Act, 2001;

- (iii) personal information as defined in subsection 2(1) of the Municipal Freedom of Information and Protection of Privacy Act;
 - (iv) advice that is subject to solicitor-client privilege or information that concerns litigation or potential litigation, including matters before administrative tribunals, affecting the Town;
 - (v) information that concerns any confidential matters pertaining to personnel, labour relations, or items under negotiation;
 - (vi) price schedules in contract tenders and information about suppliers provided in contract tender or requests for information, quotation or proposal submissions, if such information is given in confidence, implicitly or explicitly;
 - (vii) sources of complaints where the identity of the complainant is given in confidence;
 - (viii) information circulated to Members and marked "confidential"; or
 - (ix) any information lawfully determined by the Council, Local Board or Adjudicative Board to be confidential or required to remain or be kept confidential by legislation or order.
- (i) **“Council”** means the Council of the Corporation of the Town of Newmarket;
 - (j) **“gift”** means cash, fees, admission fees, advances, vouchers, invitations, objects of value, services, offers, personal benefits, travel and accommodation or entertainment that are provided to and retained by a Member, that could be seen to be connected directly or indirectly to the performance of the Member’s duties;
 - (k) **“harassment”** or **“harass”** involves engaging in a course of behaviour, comment or conduct, whether it occurs inside or outside the work environment, that is or ought reasonably to be known to be unwelcome. It includes but is not limited to any behaviour, conduct or comment by a Member that is directed at or is offensive to another person:
 - i) on the grounds of race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, age, handicap, sexual orientation, marital status, or family status, as well as any other grounds under the provisions of the Human Rights Code; or
 - ii) which is reasonably perceived by the recipient as an intention to bully, embarrass, intimidate or ridicule the recipient.
 - (l) **“Integrity Commissioner”** means the Integrity Commissioner appointed by Council pursuant to Section 223.3 of the Municipal Act, 2001;
 - (m) **“Local Board”** means a local board as defined by Section 1(1) and 223.1 of the Municipal Act, 2001 and shall include only the following Local Boards of the Town of Newmarket:

- (i) Accessibility Committee
- (ii) Audit Committee
- (iii) Elman W. Campbell Museum Board
- (iv) Heritage Newmarket Advisory Committee
- (v) Main Street District Business Improvement Area Board of Management
- (vi) Newmarket Downtown Development Committee
- (vii) Newmarket Economic Development Advisory Committee
- (viii) Newmarket Environmental Advisory Committee
- (n) **“meeting”** means any legally-constituted meeting of Council or a Committee;
- (o) **“Member”** means a Member of Newmarket Town Council, or a Member of a Local Board, or a Member of an Adjudicative Board;
- (p) **“social media”** means web-based applications and on-line forums that allow users to interact, share and publish content such as text, links, photos, audio and video;
- (q) **“staff”** means direct employees of the Town whether full-time, part-time, contract (including employees of staffing agencies) or casual (including students and volunteers);
- (r) **“Town”** means the Corporation of the Town of Newmarket; and
- (s) **“Town property”** includes, but is not limited to, all real and personal property, facilities, vehicles, equipment, supplies, services, staff, documents, intellectual property, computer programs or technological innovations belonging to the Town.

4. CONDUCT OF MEMBERS

- 4.1 Members shall at all times conduct themselves with propriety, decency and respect and with the understanding that all members of the public, other Members and staff are to be treated with dignity, courtesy and empathy, recognizing that a Member is always a representative of the Town and of their elected or appointed office. Members shall at all times conduct themselves with decorum and in accordance with the Town’s Procedure By-law during any meetings and in a manner that demonstrates fairness, respect for individual differences, and an intention to work together for the common good and in furtherance of the public interest.

5. COMPLIANCE WITH THE CODE OF CONDUCT

- 5.1 This Code applies to every Member.
- 5.2 A Member shall:
- (a) observe and comply with every provision of this Code, as well as all other policies and procedures adopted or established by Council affecting the Member, acting in his or her capacity as a Member;

- (b) respect the integrity of the Code and inquiries and investigations conducted under it; and
- (c) co-operate in every way possible in securing compliance with the application and enforcement of the Code.

5.3 No Member shall:

- (a) undertake any act of reprisal or threaten reprisal against a complainant or any other person for providing relevant information to the Integrity Commissioner or any other person; or
- (b) obstruct the Integrity Commissioner, or any other municipal official involved in applying or furthering the objectives or requirements of this Code, in the carrying out of such responsibilities, or pursuing any such objective.

6. TRANSPARENCY AND OPENNESS IN DECISION MAKING

6.1 Members shall:

- (a) conduct Council, Local Board or Adjudicative Board business and their duties in an open and transparent manner so that stakeholders can understand the process and rationale which has been used to reach decisions;
- (b) ensure the public has input and receives notice regarding Council, Local Board or Adjudicative Board's decision making processes in accordance with the Procedure By-law; and,
- (c) ensure compliance with the Municipal Act, Municipal Freedom of Information and Protection of Privacy Act, and other applicable legislation regarding open meetings, accountability and transparency.

7. ACCESS TO INFORMATION AND CONFIDENTIALITY

7.1 A Member shall:

- (a) only be entitled to have access to information in the possession of the Town that is relevant to matters before Council, Committee, Local Board or Adjudicative Board or that is relevant to their role as Member. Otherwise, they have the same access rights to information as any member of the public.
- (b) follow the procedures for requesting information contained in the "Council - Staff Request for Information and Use of Resources Policy", as amended from time to time; and
- (c) have a continuing obligation to keep information confidential, even if the Member ceases to be a Member.

7.2 No Member shall:

- (a) obtain access, or attempt to gain access, to confidential information in the custody or control of the Town except in accordance with the Municipal Freedom of Information and Protection of Privacy Act;
- (b) disclose, release or publish by any means, including social media any confidential information acquired by virtue of his or her office, in any form, except when required or authorized by Council or otherwise by law to do so;

- (c) provide to any other person to disclose, release, publish any confidential information acquired by virtue of his or her office, in any form, except when required or authorized by Council or otherwise by law to do so;
- (d) use confidential information for personal or private gain or benefit, or for the personal or private gain or benefit of any other person or body; or
- (e) disclose or discuss, through written, electronic or verbal communication, to any individual or corporate third party, any information that has been or will be discussed at a closed session meeting of Council, Committee, Local Board or Adjudicative Board until such time that Council, Committee, Local Board or Adjudicative Board has determined or has been advised by staff that the matter, or any part of the matter, can be made public subject to review by the head or designate under the Municipal Freedom of Information and Protection of Privacy Act or if directed to do so by a court.

8. UNDUE USE OF INFLUENCE

- 8.1 No Member shall use their status as a Member of Council or a Local Board or an Adjudicative Board to improperly influence the actions or decisions of Staff or others to the private advantage of the Member or his or her family, staff, business associates or acquaintances.
- 8.2 No Member of Council shall:
 - (a) contact Members of any Adjudicative Board regarding any matter before the Adjudicative Board;
 - (b) make representations to Adjudicative Boards.
- 8.3 A Member of Council may express their views to an Adjudicative Board through a letter addressed to the Secretary of the Adjudicative Board, which will be made available to all parties.
- 8.4 Members of Council shall not make representations of any kind to other tribunals such as the Local Planning Appeal Tribunal but may request Council to instruct the Municipal Solicitor to appear in a case before such tribunal.

9 STAFF RELATIONS

- 9.1 Members shall:
 - (a) respect staff and acknowledge that staff is required to provide objective advice while remaining neutral, carry out directions of council as a whole, and administer the policies of the town without undue influence from any Member; and,
 - (b) respect the administrative structure and direct any staff performance concerns through the appropriate supervisory staff.
- 9.2 Members shall not:
 - (a) maliciously or falsely impugn the professional or ethical reputation of any staff;
 - (b) compel staff to engage in partisan political activities, or subject staff to threat or discrimination for refusing to engage in such activities; or

- (c) use their authority or influence to threaten, intimidate, or coerce staff or improperly interfere with the lawful exercise of the duties of staff.

10. GIFTS

- 10.1 Members shall not accept a gift or personal benefit that is connected directly or indirectly with the performance of their duties unless authorized by one of the exceptions below.
- 10.2 Notwithstanding Section 10.1 of this code, the following exceptions are applicable:
 - (a) gifts received as an incident of protocol or social obligation that normally accompany the responsibilities of elected or appointed office;
 - (b) gifts that are not connected directly or indirectly with the performance or duties of office;
 - (c) compensation authorized by law;
 - (d) a reimbursement of reasonable expenses incurred and honorariums received in the performance of activities connected with a legitimate municipal purpose;
 - (e) political contributions that are otherwise offered, accepted and reported in accordance with applicable law;
 - (f) services provided without compensation by persons volunteering their time;
 - (g) a suitable memento of a function honouring the Member or the Town;
 - (h) food, lodging, transportation and entertainment provided by provincial, regional and local governments or political subdivisions of them, and by the federal government or the government of a foreign country;
 - (i) food, beverages and/or admission fees provided by banquets, receptions or similar events if attendance is the result of protocol or social obligation consistent with the responsibilities of office, and the person extending the invitation has done so infrequently and that person or a representative of the organization is in attendance; and
 - (j) communications to offices of a Member including subscriptions to newspapers and periodicals.

11. USE OF TOWN PROPERTY

- 11.1 A Member shall:
 - (a) only use Town property for activities relevant to their role as Members of Council or a Local Board or an Adjudicative Board; and,
 - (b) comply with the procedures outlined in the "Council-Staff Request for Information and Use of Resources Policy" and the "Use of Corporate Resources and Election Campaign Activities Policy", as both may be amended from time to time; and,

- 11.2 No Member shall obtain any personal financial gain or advantage from the use of Town property.

12. POLITICAL ACTIVITY

- 12.1 Members may not use Town resources for any type of political activity as outlined in the “Use of Corporate Resources and Election Campaign Activities Policy”, as amended from time to time, including promoting or opposing the candidacy of any person to elected office in any municipal, provincial and federal campaign.

13. PARTICIPATION IN COMMUNITY GROUPS AND ORGANIZATIONS AND THEIR EVENTS

- 13.1 A Member of Council shall be entitled to:

- (a) organize, establish, participate in and support community groups and organizations and their associated events,
- (b) hold positions, including positions on governing boards, within community groups and organizations, and be subject to the published rules of each applicable organization;
- (c) solicit donations on behalf of community groups and organizations;
- (d) use their discretionary expense budget to support community groups and organizations and their events, subject to the terms of the “Councillor Expense Policy”, as amended from time to time, and with regard to the “Guidelines for Discretionary Expenses”, as amended from time to time, unless such organizations are in conflict with any position or decision of Council;
- (e) use staff in the executive offices, or additional staff as required in consultation with the Chief Administrative Officer for organizing and supporting events and meetings connected to their role as Members of Council in accordance with the “Council-Staff Request for Information and Use of Resources Policy” the “Use of Corporate Resources and Election Campaign Activities Policy” and other applicable policies and procedures.

- 13.2 Members of Council shall:

- (a) seek Council approval for the use of their name or position and title in the official name of any event where fundraising activities occur;
- (b) seek Council approval for the use of corporate resources beyond those provided for in Section 13.1 in support of any event organized by the Member where fundraising activities occur. The request shall be reviewed by the Chief Administrative Officer, and a report provided to Council with an assessment of the associated costs;
- (c) ensure that any funds for external or non-Member organized community groups or organizations are not received using Town staff, Town email, or other Town resources;
- (d) ensure that any funds, goods, or services received for community group or charitable events are not used for any other purpose;

- (e) respect the need for transparency with respect to their involvement in community groups and organizations and their events and perform their community service in a manner that promotes public confidence.

14. HARASSMENT

- 14.1 No Member shall harass any other Member, any staff, or any member of the public.
- 14.2 Any complaint of harassment involving a Member shall be referred to the Integrity Commissioner and the complaint will be dealt with in accordance with Section 18 of this Code.

15. ENCOURAGEMENT OF RESPECT FOR THE TOWN AND ITS BY-LAWS

- 15.1 No Member shall use the influence of their office for any purpose other than for the lawful exercise of their official duties and for municipal purposes.
- 15.2 Members shall encourage the public, prospective contractors and lobbyists, and their colleagues to abide by the Town's by-laws and policies, including this Code; and
- 15.3 Members shall accurately communicate the decisions of Council, Local Boards, or Adjudicative Boards even if they disagree with the majority decision of that body, and by so doing affirm the respect and integrity in the decision-making processes.

16. SOCIAL MEDIA

- 16.1 A Member shall:
 - (a) adhere to all Town policies and guidelines, regarding social media use; and
 - (b) always identify themselves without any attempt to cover, disguise or mislead as to their identity or status as a Member when using social media.
- 16.2 No Member shall use social media to publish anything that is dishonest, untrue, offensive, disrespectful, constitutes harassment, is defamatory or misleading in any way.

17. ROLE OF THE INTEGRITY COMMISSIONER

- 17.1 The Town shall appoint an Integrity Commissioner under Section 223.3 of the Municipal Act, 2001 who is an independent officer and who will report directly to Council and be responsible for carrying out his or her functions in accordance with the Municipal Act, 2001 and any other functions assigned by Council, in an independent manner.
- 17.2 The Integrity Commissioner will provide the following services as determined by the Town:
 - (a) the application of the Code of Conduct for Members including review, dismissal, and investigation of complaints;
 - (b) the application of any procedures, rules and policies of the municipality governing the ethical behaviour of Members including review, dismissal, and investigation of complaints;

- (c) the application of sections 5, 5.1 and 5.2 of the *Municipal Conflict of Interest Act* to Members including review, dismissal, and investigation of complaints;
- (d) requests from Members for advice respecting their obligations under the Code of Conduct;
- (e) provide advice in response to requests from Members for advice respecting their obligations under a procedure, rule or policy of the municipality governing the ethical behaviour or members;
- (f) provide advice in response to requests from Members for advice respecting their obligations under the *Municipal Conflict of Interest Act*;
- (g) the provision of educational information to Members, the municipality and the public about the municipality's Code of Conduct for Members and about the *Municipal Conflict of Interest Act*.

17.3 Requests for advice by a Member to the Integrity Commissioner shall be in writing.

17.4 Advice provided by the Integrity Commissioner to a Member shall be in writing.

18. COMPLAINT PROCESS

18.1 A complaint that a Member has contravened the Code may be initiated by any person, any Member, or by Council as follows:

- (a) a complaint shall be made in the form attached as Appendix A and is to be sent directly to the Integrity Commissioner by mail, e-mail, fax or courier (if required, pre-addressed and postage paid envelopes are available from the Legislative Services Department);
- (b) a complaint shall be made in writing and must be signed and dated by the complainant who shall be an identifiable individual (complaints may not be submitted by any group, organization or corporation);
- (c) the alleged violation shall have taken place within sixty (60) days of filing the complaint with the Integrity Commissioner; and,
- (d) a complaint shall include:
 - (i) an explanation, with specific reference to sections of the Code, as to why the issue raised is alleged to be a contravention of the Code;
 - (ii) any evidence in support of the allegation; and
 - (iii) any witnesses in support of the allegation must be identified.

18.2 The Integrity Commissioner shall undertake an initial review of a complaint that has been filed and shall determine whether the matter relates to non-compliance with the Code or other corporate policy applying to Members. The Integrity Commissioner shall have no power or jurisdiction to investigate or otherwise deal with the complaint, if the complaint is not alleging a contravention of the Code or other corporate policy applying to Members or if the complaint relates to the following matters:

- (i) **Criminal Matter** – if the complaint relates to an allegation of a criminal nature consistent with the Criminal Code, the complainant shall be advised that pursuit of such an allegation must be made through the appropriate police service.
 - (ii) **Municipal Freedom of Information and Protection of Privacy** – if the complaint relates to a matter under the Municipal Freedom of Information and Protection of Privacy Act, the complainant shall be referred to the Clerk.
 - (iii) **Municipal Elections Act** – if the complaint relates to the enforcement of the Municipal Elections Act, the complainant shall be referred to the Compliance Audit Process if the matter relates to campaign finances or to such other avenues of investigation as dictated by that Act.
- 18.3 If the Integrity Commissioner determines they do not have jurisdiction as described in Section 18.2 the Integrity Commissioner shall advise the complainant in writing accordingly.
- 18.4 The Integrity Commissioner may dispose of a complaint on the basis that it is not within the jurisdiction of the Integrity Commissioner in a summary manner and may report same to Council. The Integrity Commissioner may also seek further information or clarification from the complainant and shall endeavour to apprise the complainant of subsequent steps and the processing of the complaint and any ensuing investigation.
- 18.5 If the Integrity Commissioner is of the opinion that a complaint is frivolous or vexatious or is not made in good faith, or that there are no grounds or insufficient grounds for conducting an investigation, the Integrity Commissioner may choose not to investigate or, if already commenced, may terminate any investigation, or may dispose of the complaint in a summary manner. The Integrity Commissioner shall advise the complainant in writing of his or her decision and reasons for not undertaking an investigation or terminating it.
- 18.6 If the Integrity Commissioner has decided to commence an investigation of a complaint (except where otherwise required by the Public Inquiries Act, 2009, if applicable), the Integrity Commissioner shall provide a copy of the complaint and supporting evidence to the Member whose conduct is in question with a request for a written response to be provided within 10 days. The Integrity Commissioner may provide the response from the Member to the complainant with a request for a written reply within 10 days.
- 18.7 The Integrity Commissioner shall review the written responses and may, if necessary discuss the matter with anyone that the Integrity Commissioner considers is relevant to the complaint. The Integrity Commissioner may access and examine any of the information described in subsections 223.4(3) and (4) of the Municipal Act, 2001 and may access any Town workplace relevant to the complaint, including any documents or records under the custody or control of the Town.
- 18.8 Before finalizing a report to Council which recommends sanctions, the Integrity Commissioner shall provide the Member with the basis for their findings and any sanctions that may be recommended. The Member shall have the opportunity to comment either in writing, verbally or in person to the Integrity Commissioner on the proposed findings and sanctions.

18.9 Upon conclusion of a complaint investigation, the Integrity Commissioner shall:

- (a) issue a report to Council on the findings of the investigation and, where there has been a contravention of the Code, the report shall contain the detailed findings, any recommended sanctions, or any settlement; and
- (b) provide a copy of the final report to the Member at the same time as the final report is made available to the Clerk and to the complainant at the same time as the report becomes public.

18.10 The Integrity Commissioner's report on a complaint shall be placed on an agenda for consideration at a public meeting of Council, in accordance with the Procedure By-law, as determined by the Clerk in consultation with the Integrity Commissioner.

18.11 Any inquiry which the Integrity Commissioner has not completed before the nomination day for a regular election shall be terminated on that day. The Commissioner shall not commence another inquiry on the matter unless requested in writing within six weeks after voting day by the complainant or by the member whose conduct was concerned.

18.12 During the period of time starting on nomination day and ending on voting day in a regular election, the following rules apply:

- (a) The Commissioner shall not accept requests for an inquiry into a breach of this Code of Conduct;
- (b) The Commissioner shall not report on whether a Member has contravened the Code of Conduct; and,
- (c) The municipality shall not consider imposing penalties on a Member.

19. PENALTIES

19.1 Upon receipt of a final report and the recommendations of the Integrity Commissioner, Council may, where the Integrity Commissioner has determined there was a violation of the Code, impose either of the following 2 penalties:

- (a) a reprimand; or
- (b) suspension of remuneration paid to the Member in respect of his or her services as a Member for up to 90 days.

19.2 The Integrity Commissioner may also recommend that Council take any of the following actions:

- (a) Removal from membership of a Committee, Local Board or Adjudicative Board;
- (b) Removal as Chair of a Committee, Local Board or Adjudicative Board;
- (c) Request for repayment or reimbursement of moneys received;
- (d) Request for return of property or reimbursement of its value;
- (e) Request for an apology to Council, Local Board or Adjudicative Board, the complainant or both.

20. INTERPRETATION

20.1 This code shall be interpreted as follows:

- (a) the headings in the Code form no part of the Code but shall be deemed to be inserted for convenience of reference only;
- (b) all changes in number and gender shall be construed as may be required by the context;
- (c) the reference to any Town official shall be deemed to include the Town official who performs the duties of such referenced person from time to time, including their delegates;
- (d) the reference to Integrity Commissioner shall be deemed to include any person who has been delegated powers and duties by the Integrity Commissioner in accordance with subsection 223.3(3) of the Municipal Act, 2001;
- (e) the reference to a statute or regulation, except as may be otherwise provided, shall be deemed to include such statute or regulation as may be amended or re-enacted from time to time or its successor legislation, and, in each case, the regulations made from time to time pursuant thereto;
- (f) the reference to a by-law, resolution, policy or guideline made, enacted, established or adopted by the Town, including the Code, except as may be otherwise provided, shall be deemed to include such by-law, resolution, policy or guideline as may be amended or re-enacted from time to time or its successor by-law resolution policy or guideline made, enact, established or adopted from time to time; and
- (g) if a court of competent jurisdiction should declare any section or part of a section of this Code to be invalid, such section or part of a section shall not be construed as having persuaded or influenced Council to pass the remainder of this Code and it is hereby declared that the remainder of this Code shall be valid and remain in force.

21. ATTESTATION

Upon the adoption of this Code of Conduct and thereafter at the beginning of each term, Members of Council and Local Boards and Adjudicative Boards will be expected to sign two copies of the Code of Conduct (one for themselves and one for the Clerk) to convey to each other and all stakeholders that they have read, understood and accept it.

AND THAT By-Law 2016-10 be hereby repealed;

AND THAT this By-Law comes into force on March 1, 2019.

Enacted this 11th day of February, 2019.

John Taylor, Mayor

Kiran Saini, Acting Town Clerk

Schedule 1 to By-Law 2019-08 Code of Conduct for Members of Council, Local Boards and Adjudicative Boards (the “Code”) Adjudicative Boards

1. APPLICATION

- 1.1 This Schedule applies only to the following Adjudicative Boards of the Town of Newmarket:
- (a) Appeal Committee
 - (b) Committee of Adjustment
 - (c) Property Standards Committee

2. Communication

- 2.1 Written communication to an Adjudicative Board shall take place only through the Board administrator, and shall be copied to all parties or their representatives as appropriate.
- 2.2 Oral communications with the Adjudicative Board about a current proceeding shall take place only in the presence of or with the consent of all parties.
- 2.3 Where a party is represented by a representative, all communication between the Adjudicative Board and the party shall be through the representative, with the exception of notices of hearing, which shall be served upon all parties known to the Adjudicative Board as appropriate. The Adjudicative Board shall not be copied on correspondence and documents exchanged by parties, unless the Board administrator has given prior approval to such copying.

3. INDEPENDENT NATURE OF ADJUDICATIVE BOARDS

- 3.1 The Chairs of Adjudicative Boards should ensure that the actions of any Member and staff attending adjudicative board meetings, are consistent with the arm's-length, quasi-judicial nature of the Adjudicative Board. Any actions compromising this position should be immediately dealt with by the Chair.
- 3.2 Members of Adjudicative Boards should refrain from seeking advice on their roles and responsibilities from Council Members. In clarifying their roles and responsibilities, members of these specific Boards should seek advice from appropriate legal staff or expert staff where such advisors are not otherwise involved in the case.
- 3.3 An Adjudicative Board operates at arm's-length from and independently of Council. Adjudicative Board Members should therefore not request Members of Council to intervene on applications considered by the Adjudicative Board. As per the Council Code of Conduct, Members of Council may communicate to the Adjudicative Board regarding a matter before the Board by a letter addressed to the Secretary of the Board, which will then be made available to all parties.

**Appendix A to By-law 2019-08 Code of Conduct for Members of Council
Code, Local Boards and Adjudicative Boards Complaint Form**

I _____ hereby request the Integrity Commissioner for the Town of Newmarket to conduct an inquiry pursuant to Part V.1 of the *Municipal Act, 2001* about whether or not the following member(s) of Council, or a Local Board or and Adjudicative Board has (have) contravened the Code of Conduct applicable to the member(s):

Name of Member: _____

Council, Local or Adjudicative Board: _____

I have reasonable and probable grounds to believe that the above member(s) has (have) contravened the Code of Conduct by reason of the following (please insert date, time and location of conduct, including the Rules contravened, together with particulars and names of all persons involved, and of all witnesses, and information as to how they can be reached, (if more space is required, please attach additional pages as needed):

I hereby request the Integrity Commissioner to conduct an inquiry pursuant to the provisions of section 223.4 of the *Municipal Act, 2001* with respect to the above conduct.

Attached are copies of documents and records relevant to the requested inquiry. Please mail, fax, e-mail, or otherwise deliver this request to:

Robert J. Swayze
Integrity Commissioner
Town of Newmarket
20736 Mississauga Road
Caledon, Ontario L7K 1M7

Phone: 519 942 0070
Fax: 519 942 1233
E-mail: robert.swayze@sympatico.ca

Date: _____

(Signature of Requester)

Name: _____

Address: _____
Telephone: _____

Fax: _____

Cell: _____

E-mail: _____

Appendix B to By-Law 2019-08 Code of Conduct for Members of Council, Local Boards and Adjudicative Boards

ATTESTATION

I have read and understood this document and agree to abide by its terms. I understand that I may approach the Integrity Commissioner for binding confidential guidance and advice on interpretation of its provisions to prospective decisions that I might make.

With my signature, as a Member of Council, Local Board or Adjudicative Board, I confirm that I have read, understood and accept this Code of Conduct.

Name

Signature

Date

We have a new online engagement tool!

The Town of Newmarket has launched a new digital engagement platform to help you get involved in Town projects and initiatives from the comfort of your own home. You can join the conversation and contribute ideas on a number of town-related topics at www.heynewmarket.ca.

Hey Newmarket provides you a quick and easy way to have your say on a wide range of projects that are affecting you and your community. Some of the ways you can participate are:

- playing with interactive maps,
- taking a poll,
- leaving questions,
- filling out surveys,
- sharing your ideas and commenting respectfully on others, and
- contributing to discussion forums.

The platform allows you to respond and engage, while also seeing how others feel about these topics. The site does not allow for anonymous comments and is moderated 24/7.

Your comments and ideas will be used by the project lead department to help shape strategies, plans, and activities. These analytics will often be used in combination with other community outreach activities and face-to-face consultation to help inform Council's decision making.

If you register to use Hey Newmarket before **July 31** you will be entered into a draw for a one month **free** fitness membership at the Town of Newmarket Fitness Centre (Magna Centre, 800 Mulock Drive).

Visit www.heynewmarket.ca today! And register to be entered into the draw and share your thoughts and ideas.





Discovering Newmarket – A Geocaching Adventure

The Town of Newmarket has a brand new platform called Hey Newmarket. It's a great way to reach out to the community for input and feedback on projects we are working on. We've launched a new digital engagement platform to help you get residents involved in Town projects from the comfort of your their home! They can join the conversation at www.heynewmarket.ca.

- Playing with interactive maps, taking a poll, leaving questions, filling out surveys,
- Sharing your ideas and commenting respectfully on others, and contributing to discussion forums.

It has had an official launch, but we want to make more of our residents aware of it.

So... we have created a fun family filed geocache adventure. This adventure is primarily hosted in the downtown core of Newmarket. We think it will be great for families to see and experience downtown Newmarket.

Do you have any questions? We thought so...:

WHAT is it? A fun-filled twelve stop geocache adventure journey that takes participants through a twelve stop journey, solving clues, and gathering tokens, some physical, some virtual, getting to know downtown Newmarket.

WHERE? There are 11 stops including the Newmarket Public Library, Elman Campbell Museum, Cardinal Press, Newmarket Seniors Meeting Place, Nokiida Trail, Newmakeit, Old Town Hall, Lake Simcoe Region Conservation Authority, the NEW mural at the Buckley Building, Newmarket Town Offices, and the Youth and Recreation Centre.

WHEN? Official Launch Date is not decided, but its looking like it could be mid-June.

HOW WILL WE MARKET THIS PROJECT? We are working with the TON Corporate Communications Department for a comprehensive marketing campaign. If the Downtown BIA provides support, you would be part of that marketing and promotion with use of your logo and recognition of your sponsorship.

IS THERE ANY COST? No cost to families and prizes to be won!

HOW CAN YOU HELP? We could use some help with prizing/sponsorship. Would you consider:

1. Awarding Downtown Newmarket Bucks?
2. Or contributing some \$ to purchase prizes from downtown Newmarket Businesses.
 - a. A budget of \$250.00

DO YOU HAVE QUESTIONS?

Please feel free to contact Janis @ 905.953.5300–ext. 2846 if you have any questions.

Thank you in advance!

SUPPORTING OUR LOCAL COMMUNITY



Today's Lite Hits



Yesterday's Favourites



**NEWMARKET'S
FAVOURITE RADIO STATION**

The best advertising coverage for our commuters Home | Car | Cottage

Reach them at home!

Jewel 88.5 delivers over 1.2 million listeners who index #1 across all other stations to have longer than average tuning habits. They listen all day long and that means your message is heard.

Reach them in the car!

Jewel 88.5 listeners are mobile. We live in a commuter city so Jewel's signal is carried with our listeners wherever they go... even to the cottage right up hwy 400/11 corridor every week.

Reach them at work!

The Jewel's Easy listening format is a favourite at work whether in the office, in stores ... EVERYWHERE!



The Jewel 88.5 has **1,243,159** weekly listeners!

Source: PPM-R01'19 Total Canada A2+ Mo-Su 5a-1a

Jewel 88.5 is within the top radio stations for average weekly time spent per listener across all Toronto stations for Adults, Females and Men!

Mo-Su 5a-1a

#1 M50+ – 5.63 hrs
#3 M45+ – 4.79 hrs
#5 A45+ – 4.11 hrs
#5 A50+ – 4.97 hrs
#5 F50+ – 4.18 hrs

Jewel 88.5 ranks high for Adults 50+ for having LOW Turn Over across all Toronto radio stations and dayparts!

#1 Mo-Fr 7p-12a – 1.83 hrs
#3 Mo-Fr 3p-7p – 1.73 hrs
#3 Sa-Su 5a-1a – 2.62 hrs
#5 Mo-Fr 10a-3p – 1.70 hrs
#6 Mo-Fr 6a-10a – 1.57 hrs

#3 Mo-Fr 3p-7p – 5.4
#3 Sa-Su 5a-1a – 11.7
#4 Mo-Fr 7p-12a – 7.3
#4 Mo-Su 5a-1a – 12.2
#5 Mo-Fr 10a-3p – 6.9

Low turnover means high listener loyalty and that's amazing for client's commercials!

*The Jewel 88.5 Audience & Share have grown with **Females** in Breakfast and Drive!*

Station Audience

F45+ Mo-Fr 6a-10a **+61%** growth!
 F45+ Mo-Fr 3p-7p **+18%** growth!
 F55+ Mo-Fr 6a-10a **+56%** growth!
 F55+ Mo-Fr 3p-7p **+28%** growth!

Station Share

F45+ Mo-Fr 6a-10a **+80%** growth!
 F45+ Mo-Fr 3p-7p **+20%** growth!
 F55+ Mo-Fr 6a-10a **+57%** growth!
 F55+ Mo-Fr 3p-7p **+33%** growth!

Women drive 70-80% of all consumer purchasing through a combination of their buying power and influence.



Source: Numeris PPM-R01 '19 vs. R04 '18 Toronto Ctrl , Forbes Woman Bridget Brennan

Benefits to Advertisers

- Jewel listeners index **TOP 2 over all GTA/Barrie stations** to deliver home owners with their primary home valued over \$1 Million
- Jewel delivers an audience of upscale, mobile, successful consumers who are spending to upgrade their lifestyles in every way
- Targeted audience of owners, managers, professionals, early and active retirees who value home, family, travel & leisure time
- Jewel has a fiercely loyal audience who tune in longer on average than most other stations' listeners
- Our listener is the **Quad consumer**: they buy for their themselves, kids, grandkids, & parents

The Jewel has a proven track record delivering results! Our clients feel there is no other radio station in Central/SW Ontario or Muskoka that can deliver more affluent 40+ consumers affordably, that yields a better return on investment.



OVER 50% DISCOUNT FOR NEWMARKET BIA BUSINESSES ONLY

Weekly Advertising Schedule

Time Schedule		M	T	W	T	F	S	S
30 Seconds	6:00 am - 12:00 am	←			15			→
10 Seconds Traffic	5:30am - 7:00 pm	←			15			→

15 x :30 second PRIME TIME day commercials

15 x :10 second PRIME TIME Traffic Sponsorships

PLUS 5 x :30 sec overnight commercials per week

Regular Investment \$1,125

SPECIAL \$550 weekly

Radio campaign must be a minimum of 8 weeks

Radio airtime must be booked prior to June 30th, 2019

**Commercials
exclusive to
your business!**

Limited space available – ACT FAST

*Jewel***88.5**
iHeartRADIO

Newmarket BIA Advertising Schedule

Weekly Advertising Schedule

Time Schedule		M	T	W	T	F	S	S
30 Seconds	6:00 am - 12:00 am	←	—	—	15	—	—	→
10 Seconds Traffic	5:30am - 7:00 pm	←	—	—	15	—	—	→

15 x :30 second PRIME TIME day commercials

15 x :10 second PRIME TIME Traffic Sponsorships

PLUS 5 x :30 sec overnight commercials per week

ONLY \$1,050 weekly

Radio campaign must be a minimum of 12 weeks

Radio airtime must be booked prior to June 30th, 2019



Weekly cost would be split amongst all businesses included!

Limited space available – ACT FAST

*Jewel***88.5**
iHeartRADIO



Newmarket's ADDED VALUE DIGITAL PLATFORM

The Jewel Circle of Influence & Affluence

Leverage the Jewel's online listenership and viewers by having your business part of Jewel Radio's SPECIAL LOVE LOCAL initiative. Our loyal listeners frequent www.jewelradio.com to hear great music, news and entertainment plus exclusive Jewel contests!

You will benefit by having your name on the Jewel's digital platform with hyper-link to your website

This added-value opportunity will be at random using non-purchased remnant inventory. Our station's collateral assets are tangible benefits to your on-air campaign!



OUR COMMITMENT TO YOU

1. You will receive a proof of performance of your campaign each month.
2. You are able to approve the creative of your commercial prior to it airing (upon request)
3. It is our intention to remedy any discrepancies in a timely fashion
4. Your representative will be in contact with you before, during and after your campaign
5. Your station representative may be reached at all times via cell phone or email. All calls will be returned within 1 business day

WE LOOK FORWARD TO WORKING WITH YOU!

SANTANA CHIRCOP
ACCOUNT MANAGER
416-992-1653
santana@evanovradio.com





Town of Newmarket

Minutes

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

BIA Board Members Present: Rob Clark, Acting Chair
Councillor Kwapis
Councillor Twinney
Debbie Hill
Jennifer McLachlan
Omar Saer
Ken Sparks

BIA Board Members Absent: Allan Cockburn
Tom Hempen
Mark Iacovetta

Staff Present: E. Bryan, Business Development Specialist
J. Grossi, Legislative Coordinator

The meeting was called to order at 8:08 AM.

Rob Clark in the Chair

1. Additions and Corrections to the Agenda

The Chair advised that there were no additions or corrections to the agenda.

2. Declarations of Pecuniary Interest

There were no declarations of pecuniary interest.

3. Presentations & Recognitions

3.1 Newmarket Group of Artists

Jason Wighton, President, Newmarket Group of Artists and Robin Burnett, Head, Art Walk & Studio Tour subcommittee provided a presentation to the Main Street District Business Improvement Area Board of Directors regarding the 11th Annual Art Walk and Studio Tour. The presentation included an overview of the Newmarket Group of Artists role in the community, potential advertising options for 2019, and background of the Annual event.

The Main Street District Business Improvement Area Board of Directors queried the presenters regarding advertising opportunities and provided feedback on additional resources.

Moved by: Councillor Kwapis

Seconded by: Councillor Twinney

1. That the presentation provided by Jason Wighton and Robin Burnett regarding the Newmarket Group of Artists be received.

Carried

3.2 GIS/Map Caching

The Recreation Programmer was not in attendance for this presentation.

4. Deputations

4.1 Picture This

Vic Emberson provided a deputation to the Main Street District Business Improvement Area Board of Directors regarding a map publication, Picture This, outlining the history of the business, 2019 Fall issue for Newmarket, and asked for \$500 from the the Main Street District Business Improvement Area for a front ad, a feature ad and a banner ad.

Moved by: Councillor Twinney

Seconded by: Jennifer McLachlan

1. That the deputation provided by Vic Emberson regarding Picture This be received.

Carried**4.2 York Pride Festival**

Gillian Barker and Neil provided a deputation to the Main Street District Business Improvement Area Board of Directors regarding the 2019 York Pride Festival highlighting achievements from the 2018 event, future communications and marketing plans, and asked for \$1500 towards purchasing new decals.

The Main Street District Business Improvement Area Board of Directors queried the deputants regarding advertisement options for the 2019 event, collaboration efforts and specific event details.

Moved by: Jennifer McLachlan

Seconded by: Omar Saer

1. That the deputation from Gillian Barker and Neil regarding York Pride be received.

Carried**5. Approval of Minutes****5.1 Main Street District Business Improvement Area Board of Management Meeting Minutes of March 20, 2019**

Moved by: Councillor Kwapis

Seconded by: Jennifer McLachlan

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

Carried**6. Items****6.1 Street Events Update**

The Main Street District Business Improvement Area Board of Directors discussed upcoming events for 2019. The Street Events sub-committee was asked to bring an update to the Board at their next meeting.

Moved by: Omar Saer

Seconded by: Councillor Kwapis

1. That a Street Events sub-committee composed of Jennifer McLachlan and Ken Sparks be formed.

Carried

6.2 Financial Update

The Business Development Specialist advised that there was no financial update.

6.3 NDDC Update

The Business Improvement Specialist outlined the purpose of the Newmarket Downtown Development Committee (NDDC) and provided an update from the March 29, 2019 meeting. She advised there were five applications for the financial incentive program and one community grant.

Moved by: Jennifer McLachlan

Seconded by: Omar Saer

1. That the NDDC update provided by the Business Development Specialist be received.

Carried

6.4 Staff Update

6.4.1 Soofa Data

The Business Development Specialist outlined Soofa data and how it is being collected in the Town of Newmarket, along with the privacy measures that are included. She summarized data from 2018 surrounding specific events and days that interested the Main Street District Business Improvement Area Board of Directors.

Moved by: Jennifer McLachlan

Seconded by: Ken Sparks

1. That Soofa data be brought to the Main Street District Business Improvement Area Board of Directors as a standing item on the agenda.

Carried

6.4.2 Main Street Patios

The Business Development Specialist advised that the Town of Newmarket had one patio space available for a restaurant on Main Street to use for the 2019 summer season, and asked that this information was shared with other business owners.

7. New Business

7.1 Construction Vehicles

Rob Clark brought forward a concern regarding construction equipment and vehicles parking during demolitions. He suggested other places for this machinery to be parked.

7.2 York Regional Police

Ken Sparks inquired about setting up a meeting with a representative from York Regional Police to discuss instances on Main Street. Councillor Kwapis stated that he would contact York Regional Police on behalf of the Main Street District Business Improvement Area Board of Directors.

7.3 Strategic Priorities Sub-Committee

The Main Street District Business Improvement Area Board of Management discussed moving forward with their strategic priorities for the 2018-2022 term, with input from the members of the Main Street District Business Improvement Area.

Moved by: Omar Saer

Seconded by: Councillor Kwapis

1. That a Strategic Priority sub-committee be formed and led by Rob Clark.

Carried

7.4 Funding Applications

The Business Development Specialist advised that there were four parties that had asked the Main Street District Business Improvement Area Board of Management for funding and that the decisions were outstanding. Namely:

- a. York Pride
- b. Picture This
- c. Newmarket 10 Minute Play Festival
- d. Buskerfest

The decision regarding Buskerfest was deferred until the May 15, 2019 Main Street District Business Improvement Area Board of Management meeting.

Moved by: Councillor Kwapis

Seconded by: Omar Saer

1. That the Main Street District Business Improvement Area Board of Management provide funding in the amount of \$1500 to York Pride for their 2019 event.

Carried

Moved by: Omar Saer

Seconded by: Councillor Kwapis

1. That the Main Street District Business Improvement Area Board of Management provide funding in the amount of \$500 to Picture This for the fall publication.

Carried

Moved by: Omar Saer

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area Board of Management not provide funding to the Newmarket 10 Minute Play Festival.

Defeated

Moved by: Councillor Twinney

Seconded by: Councillor Kwapis

1. That the Main Street District Business Improvement Area Board of Management provide funding in the amount of \$1000 to the Newmarket 10 Minute Play Festival for their 2019 event.

Carried

7.5 Council Updates

(1) Councillor Kwapis advised that street sweeping would begin in a couple of weeks, focusing on Main Street and bike lanes.

(2) Councillor Kwapis advised that there would be further parking enforcement on Main Street as we enter spring.

(3) Councillor Kwapis invited the Main Street District Business Improvement Area Board of Management to the Lip Sync Battle on Thursday May 2, 2019 at Old Town Hall.

8. Closed Session

Rob Clark advised that there was no requirement for a closed session.

9. Adjournment

Moved by: Councillor Twinney

Seconded by: Councillor Kwapis

1. That the meeting be adjourned at 10:12 AM.

Carried

Rob Clark, Acting Chair

Date