Town of Newmarket

Minutes

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
BIA Board Members Present:	Tom Hempen, Chair Councillor Kwapis Councillor Twinney (8:04 AM - 10:14 AM) Rob Clark Allan Cockburn Debbie Hill Mark Iacovetta Jennifer McLachlan Omar Saer (8:04 AM - 10:14 AM) Ken Sparks
Staff Present:	C. Kallio, Economic Development Officer E. Bryan, Business Development Specialist J. Luttrell, Recreation Programmer J. Grossi, Legislative Coordinator
Guests:	Tony Emmerson, York Regional Police Rich McHardy, York Regional Police Robert Swayze, Integrity Commissioner

The meeting was called to order at 8:00 AM.
Tom Hempen 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 Code of Conduct

Robert Swayze, Integrity Commissioner, was in attendance to provide a presentation to the Main Street District Business Improvement Area Board of Management regarding the code of conduct. He outlined the process in which complaints are received and evaluated.

Members of the Main Street District Business Improvement Area Board of Management queried the Integrity Commissioner on conflicts when funding events and conflicts when a member is being hired for services.

Moved by: Ken Sparks

Seconded by: Councillor Kwapis

1. That the presentation provided by Robert Swayze, Integrity Commissioner, regarding the Code of Conduct be received.

Carried

3.2 York Regional Police

Detective Sergeant Tony Emmerson and Crime Prevention Officer Rich McHardy were in attendance to provide a presentation regarding York Regional Police services and the Main Street area. The Officers provided information outlining crime prevention strategies for business owners, and future opportunities for communication between the Main Street District Business Improvement Area Board of Directors and York Regional Police.

The Main Street District Business Improvement Area Board of Directors queried the Officers on crime prevention for the spring and best practices.

Moved by: Omar Saer

Seconded by: Jennifer McLachlan

1. That the presentation provided by Tony Emmerson and Rich McHardy regarding York Regional Police be received.

Carried

3.3 GIS/Map Caching

The Recreation Programmer was in attendance to provide a presentation regarding the Discovering Newmarket – A Geocaching Adventure project. The presentation outlined the tool *HeyNewmarket* and the 2019 Geocaching event.

Moved by: Jennifer McLachlan

Seconded by: Omar Saer

1. That the presentation provided by the recreation programmer regarding GIS/Map Caching be received.

Carried

4. Deputations

4.1 Jewel Radio 88.5

Santana Chircop, Account Manager, Evanov Radio Group was in attendance to provide a deputation regarding radio advertising opportunities for Main Street District Business Improvement Area Board of Management members. The deputation outlined Jewel Radio 88.5 coverage and advertising packages.

Moved by: Jennifer McLachlan

Seconded by: Ken Sparks

1. That the deputation provided by Santana Chircop regarding Jewel 88.5 be received.

Carried

5. Approval of Minutes

5.1 Main Street District Business Improvement Area Board of Management Meeting Minutes of April 17, 2019

Moved by: Councillor Kwapis

Seconded by: Jane Twinney

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of April 17, 2019 be approved.

Carried

6. Items

6.1 Street Events Update

Ken Sparks provided an update on the Canada Day event on Main Street regarding entertainment, vendor booths, not-for-profit booths and the stage area being moved to Park Avenue.

The Main Street District Business Improvement Area Board of Management discussed potential efficiencies and insurance costs. The Members also conferred about the Canada Day event at Riverwalk Commons, and queried Staff on the placement of the Beer Garden and entertainment.

Moved by: Ken Sparks

Seconded by: Omar Saer

1. That the Main Street District Business Improvement Area Board of Directors allocate up to $10,000 for the 2019 Canada Day event on Main Street.

Carried

6.2 Financial Update

The Business Development Specialist provided a financial update for the Main Street District Business Improvement Area Board of Management regarding budget allocation, funding and the process for receiving payments after invoices are received.

Moved by: Omar Saer

Seconded by: Mark Iacovetta

1. That the Financial Services Update provided by the Business Development Specialist be received.

Carried

6.3 NDDC Update

The Business Development Specialist advised that the current Newmarket Downtown Development Committee (NDDC) has been replaced with a Staff committee which includes the Ward 5 Councillor.

Moved by: Jennifer McLachlan

Seconded by: Mark Iacovetta

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 advised that GIS will have soofa data to distribute to the committee via email.

6.5 Buskerfest Funding

The Business Development Specialist advised of the Town of Newmarket Recreation department requesting support from the Main Street District Business Improvement Area Board of Management in regards to changing the location of Buskerfest to Main Street for 2019.

The Main Street District Business Improvement Area Board of Management discussed possible road closure time frames and store hours. The Members queried staff regarding detailed schedules and event information.

Moved by: Omar Saer

Seconded by: Jennifer McLachlan

1. That the Main Street District Business Improvement Area Board of Management supports Buskerfest moving to Main Street for the 2019 event, knowing that an earlier street closure will accompany the event.

Carried

7. New Business

7.1 Canada Day

Councillor Twinney updated the Main Street District Business Improvement Area Board of Directors regarding the placement of the Beer Garden in P3 instead of Fairy Lake. The Director of Recreation and Culture advised Councillor Twinney that P3 was more secure and construction would impact the Fairy Lake site. Transportation would also be available from Magna and Ray Twinney to accommodate parking.

7.2 Strategic Priorities

Al Cockburn advised that the Main Street District Business Improvement Area Board of Management require a facilitator to develop strategic priorities for the 2018-2022 term.

Moved by: Allan Cockburn

Seconded by: Omar Saer

1. That the Main Street District Business Improvement Area Board of Management allocate up to $5000 towards hiring a strategic priority facilitator.

Carried

7.3 Council Updates

(1) Councillor Kwapis advised that street sweeping had begun in the Town of Newmarket and would continue throughout the spring and summer seasons.

(2) Councillor Kwapis advised that penny-farthing inspired bike racks were being installed at Timothy Street and Main Street in front of Bene Bene as a pilot project.

7.4 Parking

Tom Hempen advised that the Main Street District Business Improvement Area Membership has expressed concerns over the lack of parking on Main Street and the surrounding areas.

The Economic Development Officer advised that downtown parking was included in the 2018-2022 Council Strategic Priorities.

Moved by: Mark Iacovetta

Seconded by: Debbie Hill

1. That the Main Street District Business Improvement Area Board of Management recommends that Council re-establish a parking taskforce for the downtown core (Main Street).

Carried

7.5 Garbage Solutions

Tom Hempen advised that the Main Street District Business Improvement Area Membership has raised concerns regarding garbage solutions on Main Street.

The Economic Development Officer advised of the in-ground garbage solutions pilot project in the 2020 capital budget. He also advised that this project is expected to begin in summer 2019.

Moved by: Debbie Hill

Seconded by: Ken Sparks

1. The Main Street District Business Improvement Area Board of Directors recommends that Council revisit garbage solutions for the downtown and begin a pilot project.

Carried

Moved by: Jennifer McLachlan

Seconded by: Allan Cockburn

1. That a garbage update and parking update be added to the Main Street District Business Improvement Area Board of Directors agenda as standing items.

Carried

7.6 Meeting Schedule

The Legislative Coordinator advised that a member of the Main Street District Business Improvement Area Board of Management has asked the Board to review the 2019 meeting schedule and asses alternate meeting day options.

Tom Hempen advised that he would survey the Board and bring options to the next scheduled meeting on Wednesday June 19, 2019.

8. Closed Session

Tom Hempen advised that there was no requirement for a closed session.

9. Adjournment

Moved by: Debbie Hill

Seconded by: Ken Sparks

1. That the meeting be adjourned at 10:14 AM.

Carried

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Tom Hempen, Chair

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Date