



# Town of Newmarket Agenda

## Main Street District Business Improvement Area Board of Management

Date: Wednesday, October 16, 2019  
Time: 7:00 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
4. Deputations
  - 4.1 The York Region One Act Play Festival 1  

**Note:** John Dowson will be in attendance to provide a deputation on this matter.
  - 4.2 Newmarket 150 Historical Scavenger Hunt 3  

**Note:** David Robinson will be in attendance to provide a deputation on this matter.
  - \*4.3 Hugs 4 Hope 7  

**Note:** Nancy Bodi 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 Minutes of September 18, 2019 9

1. That the Main Street District Business Improvement Area Board of Management Minutes of September 18, 2019 be approved.

## 6. Items

### 6.1 Sub-Committee Reports

#### 6.1.1 Street Events Update

#### 6.1.2 Strategic Priority Update

17

**Note:** Draft Request for Quote (RFQ) document attached.

#### 6.1.3 Advertising Update

#### 6.1.4 Holiday Party Update

### 6.2 Garbage Update

### 6.3 Parking Update

### 6.4 Staff Update

#### 6.4.1 Financial Update

#### 6.4.2 Financial Incentive Program Staff Working Group Update

### 6.5 Annual General Membership Meeting

**Note:** Tuesday November 5, 2019 at 7:30 PM  
Community Center Hall #2

### 6.6 Next Meeting - November 20, 2019

## 7. New Business

## 8. Closed Session (if required)

## 9. Adjournment

## Deputation and Further Notice Request Form

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Please email to [clerks@newmarket.ca](mailto: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: <b>John Dowson / Paul Bath</b>  |   |
| Organization / Group/ Business represented:<br><b>Very Useful Theatre Company</b>   |   |
| Address: [REDACTED]   | Postal Code: [REDACTED]   |
| Daytime Phone No:<br>[REDACTED]   | Home Phone:<br>[REDACTED]   |
| Email:<br>[REDACTED]  | Date of Meeting:<br>October 16 2019                                       |
| Is this an item on the Agenda? <input checked="" type="checkbox"/> Yes <input 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):<br>Deputation for the Third Annual York Region Festival of One Act Plays. Nov. 7,8,9 2019 at the Old Town Hall in Festival Square. VUTC and the Rotary Club of Newmarket produce the one act play festival. The BIA has financially supported the Festival from its inception with a financial grant in 2017 and the 2018 festival. The Festival Artistic Committee's deputation will outline the results of he past two years, the 2019 Festival and the future with financial support from the BIA |   |
| Do you wish to provide a written or electronic communication or background information <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No<br>Please submit all materials at least 5 days before the meeting.   |   |

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|   |   |
|---|---|
| Name: <b>David Robinson</b>   |   |
| Organization / Group/ Business represented:<br><b>Your Online Business</b>  |   |
| Address: <span style="background-color: black; color: black;">[REDACTED]</span>   | Postal Code: <span style="background-color: black; color: black;">[REDACTED]</span> |
| Daytime Phone No:<br><span style="background-color: black; color: black;">[REDACTED]</span>   | Home Phone:   |
| Email:<br><span style="background-color: black; color: black;">[REDACTED]</span>  | Date of Meeting:  |
| 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):<br>I would like to make a presentation to the Main Street BIA. I was told by a board member that I should make a deputation to the Town. I have already met with Ian McDougall, Rob Smith and Laura Schembri and Ian suggested that I should also make a presentation to the Main Street BIA. We have created a web app that will allow us to do a historical scavenger hunt in Newmarket. This will be fun and educational for residents and a benefit to local businesses and organizations. |   |
| Do you wish to provide a written or electronic communication or background information <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No<br>Please submit all materials at least 5 days before the meeting.   |   |

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# Newmarket 150 Historical Scavenger Hunt



## Purpose

- To connect Newmarket residents with 150+ years of local history
- To encourage residents to explore their neighbourhoods
- All in the name of fun and education!

## How it Works

- This is a web app for mobile phones
- Players will register at <https://hidden.live/> with email and/or cell number
- A specific Newmarket web address will be created as the portal
- Web app guides players to find secrets hidden in Newmarket
- Players earn points for answering questions
- Points give chances to win prizes

## Cost

- There is no monetary cost for residents to participate
- Prizes that have been donated will entice residents to participate

## Prizes

- Prizes will be provided by local businesses and organizations

- Will be awarded monthly to start, weekly as traffic builds
- Random winners will be emailed and/or texted

## Promotion

- Social Media, Local Businesses, Main Street BIA, Town of Newmarket
- Weekly Facebook Live Leaderboard update
- Canada Day on Main Street.
- Monthly emails to players sponsored by businesses. Encourage & incentivize players to promote to friends and family.
- Social media sharing contest
- War of the Wards – Compete against other Wards
- Business challenges - car dealerships – Realtors – Service clubs

## Merchants

- Local merchants may participate for benefits
- Game generates walk-in traffic
- Will need to preregister using special portal
- Portal: name, website, phone, email, prize
- Add and remove prizes
- Monthly sponsors (Example: Envio)

Newmarket 150 Scavenger Hunt is live at <https://hidden.live/>

## Contact

Dave Robinson: [REDACTED]

Mark Kolb: [REDACTED]



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|   |  |
|---|--|
| Name: <b>Nancy Bodi</b>   |  |
| Organization / Group/ Business represented:<br><b>Global Strides Charity/ Trinity United Church/ Local community</b>  |  |
| Address: [REDACTED]   | Postal Code: [REDACTED]  |
| Daytime Phone No:<br>[REDACTED]   | Home Phone:<br>[REDACTED]                                      |
| Email:<br>[REDACTED]  | Date of Meeting:<br>October 16, 2019                           |
| Is this an item on the Agenda? <input type="checkbox"/> Yes <input type="checkbox"/> No   | Agenda Item No:  |
| <input type="checkbox"/> I request future notification of meetings  | <input 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):<br>To update B.I.A. on plans for Hug-A-Thon to break Guinness World Record                     |  |
| Do you wish to provide a written or electronic communication or background information <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No<br>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, September 18, 2019

Time: 7:00 AM

Location: Serpa Studio  
 Old Town Hall  
 460 Botsford Street  
 Newmarket, ON L3Y 1T1

Members Present: Tom Hепен, Chair  
 Councillor Kwapis  
 Councillor Twinney  
 Rob Clark  
 Debbie Hill  
 Mark Iacovetta  
 Omar Saer  
 Ken Sparks

Members Absent: Allan Cockburn, Vice Chair  
 Jennifer McLachlan

Staff Present: F. Scott, Manager of Regulatory Services  
 F. DiPassio, Supervisor of Licensing & Parking Enforcement  
 E. Bryan, Business Development Specialist  
 J. Grossi, Legislative Coordinator

The meeting was called to order at 7:00 AM.  
 Tom Hепен 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**

- Ken Sparks declared a conflict related to Items 4.1 & 7.3 regarding a deputation from Snapd Inc. He advised his wife works for Snapd Inc.

## **3. Presentations & Recognitions**

### **3.1 Parking Enforcement**

The Manager of Regulatory Services provided an update outlining the current parking enforcement activities. He discussed the development of a long term parking solution and reviewed current practices.

The Members of the Main Street District Business Improvement Area Board of Management queried Staff regarding the availability of statistics detailing tickets issued in specific areas.

Moved by: Omar Saer

Seconded by: Councillor Twinney

1. That the presentation provided by the Manager of Regulatory Services regarding Parking Enforcement be received.

**Carried**

### **3.2 Film Permit Overview**

The Supervisor of Licensing & Parking Enforcement provided information regarding the Film Policy and Film Permit application process.

The Members of the Main Street District Business Improvement Area Board of Management queried Staff on communication with the BIA regarding film policies, and best practices of neighbouring municipalities.

Moved by: Councillor Kwapis

Seconded by: Councillor Twinney

1. That the presentation provided by the Manager of Regulatory Services regarding a Film Permit Overview be received.

**Carried**

#### **4. Deputations**

##### **4.1 snapd Inc.**

Daniel Ramlogan, Snapd Inc, provided a deputation regarding the Newmarket BIA Holiday Program. He outlined the proposed program and asked the Members of the Main Street District Business Improvement Area Board of Management for their support and monetary donation towards a contest prize.

The Members of the Main Street District Business Improvement Area Board of Management queried the deputant regarding promotion requirements.

Moved by: Rob Clark

Seconded by: Omar Saer

1. That the deputation provided by Daniel Ramlogan regarding Snapd Inc. Newmarket BIA Holiday Program be received.

**Carried**

Ken Sparks took no part in the discussion or vote on the foregoing matter due to a declared conflict.

#### **5. Approval of Minutes**

##### **5.1 Main Street District Business Improvement Area Board of Management Minutes of August 21, 2019**

Moved by: Councillor Kwapis

Seconded by: Councillor Twinney

1. That the Main Street District Business Improvement Area Board of Management Minutes of August 21, 2019 be approved.

**Carried**

#### **6. Items**

## 6.1 Street Events Update

The Members advised that the Street Events subcommittee had not met since the last Main Street District Business Improvement Area Board of Management Meeting.

### 6.1.1 Soofa Update

The Business Development Specialist provided an update on the soofa data from the downtown area. She outlined the data availability and reporting timelines.

The Members of the Main Street District Business Improvement Area Board of Management queried Staff regarding public education opportunities.

## 6.2 Strategic Priority Update

### 6.2.1 Strategic Plan Consultant

That the Main Street District Business Improvement Area Board of Management discussed the strategic plan process and possibility of single-sourcing for a strategic plan consultant.

Moved by: Councillor Kwapis

Seconded by: Omar Saer

1. That the Main Street District Business Improvement Area Board of Management dissolve the strategic priority sub-committee.

**Carried**

Moved by: Omar Saer

Seconded by: Councillor Kwapis

1. That the Main Street District Business Improvement Area Board of Management oppose a single source process to hire a strategic plan consultant; and,
2. That a strategic priority sub-committee composed of Deb Hill, Rob Clark and Tom Hempen be formed to develop a scope document.

Carried

### **6.3 Garbage Update**

Councillor Kwapis advised that the next taskforce meeting is October 29, 2019 and an update will be provided at the November Main Street District Business Improvement Area Board of Management Meeting.

The Members discussed garbage pick up on Main Street and the surrounding area.

### **6.4 Parking Update**

Councillor Kwapis advised that a report was on the September 23, 2019 Committee of the Whole agenda regarding Implementation of the Administrative Monetary Penalty System (AMPS), and provided an update on long term parking solutions.

### **6.5 Staff Update**

#### **6.5.1 Financial Update**

The Business Development Specialist provided an update regarding Main Street District Business Improvement Area 2019 remaining budget and outstanding items.

#### **6.5.2 Financial Incentive Program Staff Working Group Update**

The Business Development Specialist provided an update on the Financial Incentive Staff Working Group, and advised that updates will continue to be brought to Main Street District Business Improvement Area Board of Management Meetings to ensure communication with the business owners.

## **7. New Business**

### **7.1 Strategic Plan Consultant Budget**

The Members discussed the need to increase the budget for hiring a strategic plan consultant to ensure quality candidates apply.

Moved by: Rob Clark

Seconded by: Councillor Kwapis

1. That the Main Street District Business Improvement Area Board of Management increase the allocation of funds towards hiring a strategic priority facilitator up to \$10,000.

**Carried**

## **7.2 Laneway Lights Pilot**

Councillor Kwapis advised that a pilot project related to lighting in the laneway beside Chip & Malt was available. He outlined that the Main Street District Business Improvement Area would be responsible for the cost of the light fixtures and Town of Newmarket Staff would provide installation at no cost.

Moved by: Omar Saer

Seconded by: Councillor Twinney

1. That the business owners on either side of the laneway be approached by the Main Street District Business Improvement Area Board of Directors to approve the installation of the lights; and
2. That the capital expenditure of the light fixtures be approved.

**Carried**

## **7.3 Snapd Inc Deputation**

Moved by: Omar Saer

Seconded by: Rob Clark

1. That the Main Street District Business Improvement Area Board of Management provide funding in the amount of \$500 to Snapd Inc for the 2019 BIA Newmarket Holiday Program.

**Carried**

Ken Sparks took no part in the discussion or vote on the foregoing matter due to a declared conflict.



#### **7.4 Santa Claus Parade - Best Float**

1. That the Main Street District Business Improvement Area Board of Management provide funding in the amount of \$100 towards sponsorship for the Best Float in the 2019 Newmarket Santa Claus Parade; and,
2. That Rob Clark act as the judge for the Best Float in the 2019 Newmarket Santa Claus Parade.

#### **7.5 Santa Shuffle**

Tom Hempen provided an update from Nancy Harrison regarding the Santa Shuffle event.

#### **7.6 Advertising**

The Main Street District Business Improvement Area Board of Management discussed the current advertising budget for the remainder of 2019.

Moved by: Ken Sparks

Seconded by: Omar Saer

1. That the Main Street District Business Improvement Area Board of Management allocate up to \$3000 towards advertising.

**Carried**

Moved by: Councillor Twinney

Seconded by: Councillor Kwapis

1. That the Main Street District Business Improvement Area Board of Management form an advertising sub-committee composed of Omar Saer, Rob Clark, and Ken Sparks.

**Carried**

#### **7.7 Holiday Party Sub-Committee**

Moved by: Omar Saer

Seconded by: Mark Iacovetta

1. That the Main Street District Business Improvement Area Board of Management form a holiday party sub-committee composed of Councillor Twinney, Tom Hempen, and Deb Hill.

**Carried**

**7.8 2019 Annual General Membership Meeting**

The Main Street District Business Improvement Area Board of Management discussed possible dates for the 2019 Annual General Membership Meeting.

**8. Closed Session**

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

**9. Adjournment**

Moved by: Omar Saer

Seconded by: Councillor Twinney

1. That the meeting be adjourned at 9:10 AM.

**Carried**

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Tom Hempen, Chair

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Date



## **NEWMARKET MAIN STREET BIA REQUEST FOR QUOTE**

### **Strategic Planning Consultant**

**Terms of Reference:** Consultant for the Development of a Strategic Plan for the Newmarket Main Street BIA

#### **1. History and Context**

Main Street is the unique, historic, vibrant heart of Newmarket! It is rooted in deep history and the BIA is looking to build a strategic plan and vision to honour the history - but that is forward-thinking. We are also looking to build on the vibrancy and opportunities a corridor such as Main Street offers to the town as a social and community hub, an economic engine and a place for small business owners to grow and shine.

The Newmarket Main Street District Business Improvement Area (BIA) is a Mayoral subcommittee that represents the voice of the Town of Newmarket's downtown business community.

The BIA is committed to improving and promoting the Main Street District area through investment and advocacy to maintain its position as Newmarket's premier shopping, business, and entertainment destination. We strive to enhance the continued success of current members while seeking to attract more customers, merchants, businesses and commercial property owners.

The BIA was established in July 2006 with the assistance of the Town of Newmarket. It is comprised of more than 75 business and property owners in the Main Street District. Our goal is to create unique programs/events that promote Main Street as a distinct and progressive area.

#### **BIA MANDATE**

TO DEVELOP, encourage and promote business in the Main St. Newmarket Business Improvement Area

TO MAKE studies of, and advance any project, plan, or improvement designed to benefit the Main St. Newmarket Business Improvement Area

TO COOPERATE with and aid any person, body, group, or association in projects designed to benefit the Main St. Newmarket Improvement

TO PROMOTE matters of common concern and interest to businesses and property owners in the Main St. Newmarket Business Improvement Area

## **2. Purpose and Objective of the assignment**

The Newmarket Main Street BIA is looking for a consultant, who will closely work with the Newmarket Main Street BIA Board of Directors, and any other identified stakeholders, to lead the process and the development of a transformational strategic plan and redefined mission and vision for the Newmarket Main Street BIA. This project will take place in the Fall and Winter 2019.

### *Specific Objectives:*

To provide a technical and strategic consultation approach to enable the creation of a Strategic Plan for the Newmarket Main Street BIA that revisits the mission and to identify strategic goals/focus to direct a high-level strategic plan for 3 years looking at themes/activities such as:

- Where we are?
- Where do we want to be?
- How will we get there?
- A board based on a skills matrix
- Communication
- Strategic barriers
- Opportunities

## **2. Roles & Deliverables:**

### *Roles:*

- Consultant's role is to lead the development of a strategic plan for BIA
- BIA Board Executive and/or the BIA strategic planning committee will be available to collaborate and inform the process

### *Deliverables:*

- Reconfirmed and/or redefined mission/vision
- A Strategic Plan for the next 3 years

## **3. Project Timelines:**

The process will begin, November 2019. The Draft Strategic plan will be due by December 30th, 2020 and the final documents presented to the Newmarket Main Street BIA, the DSC and Town by January 15th, 2019.

#### **4. Proposals**

The proposal should clearly define a work plan stating how the consultant will meet the above objectives. This document should include:

- Background and experience of the consultant
- Proposed project schedule including key dates
- A work plan and description of the approach
- References and description of similar project experiences
- A detailed budget

#### **5. Selection criteria**

- Understanding of project requirements
- Experience in developing strategic projects related to BIA or related areas in the community, small business, economic development
- Demonstrated ability to engage with stakeholders towards strategic outcomes
- Ability to work collaboratively with a volunteer board and committee
- Flexibility to work with tight timelines towards impactful deliverables

#### **6. Submissions**

- Submit your proposal either by mail to: **[Insert Address]**
- and electronically to [info@newmarketmainstreet.ca](mailto:info@newmarketmainstreet.ca)
- All proposals must be received by October 30, 2019, at 4:00 pm