



Town of Newmarket Agenda

Main Street District Business Improvement Area Board of Management

Date: Wednesday, November 20, 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 Newmarket 150 Historical Scavenger Hunt

1

Note: David Robinson 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 October 16, 2019

5

1. That the Main Street District Business Improvement Area Board of Management Minutes of October 16, 2019 be approved.

6. Items

6.1 2020 Deputation Funding Discussion

6.2 Sub-Committee Reports

6.2.1 Holiday Party Update

Members: Councillor Twinney, Deb Hill & Tom Hempen

6.2.2 Streets Event Update

Members: Jennifer McLachlan, Ken Sparks & Tom Hempen.

6.2.3 Strategic Priority Update

Members: Rob Clark, Al Cockburn & Mark Iacovetta

Note: A consultant will be chosen for the Strategic Plan process.

6.2.4 Advertising Update

Members: Jennifer McLachlan, Omar Saer & Rob Clark

6.3 Garbage Update

6.4 Parking Update

6.5 Staff Updates

6.5.1 Financial Update

6.5.2 Financial Incentive Program Staff Working Group Update

6.6 Draft 2020 Meeting Schedule

13

6.7 Next Meeting - December 18, 2019

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: DAVID ROBINSON	
Organization / Group/ Business represented: NEWMARKET HISTORICAL SCAVENGER HUNT.	
Address: [REDACTED]	Postal Code: [REDACTED]
[REDACTED]	Home Phone: [REDACTED]
Email: [REDACTED]	Date of Meeting: NEXT BIA MEETING.
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): I WILL BE MAKING A FOLLOWUP PRESENTATION FOR THE SCAVENGER HUNT AND ASKING THE MAIN STREET BIA TO COMMIT TO 3 MONTHS.	
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

Newmarket 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
- Each point generates more chances to win prizes in weekly or monthly random draws

Prizes

- Prizes will be provided by sponsors, local businesses and organizations
- Prizes 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 – Email list with 11,000 subscribers – Electronic Signage - Events
- Monthly Facebook Live Leaderboard update at a Main Street business.
- Booth on Main Street to promote Canada Day Scavenger Hunt.
- Monthly emails to players asking them to invite their friends and family to earn bonus points.
- Social media sharing contest.
- War of the Wards – Compete against other Wards
- Business challenges - car dealerships – Realtors – Service clubs

Main Street Merchant Benefits

- Game generates walk-in traffic that is verifiable through mobile phones
- Users will need to preregister with email to play. This will build a list we can market to.
- Weekly/Monthly emails to announce winners will contain sponsors message/offer
- Business banners will appear within the Scavenger Hunt
- Bonus Scavenger Hunts like a Virtual Easter Egg Hunt & a Canada Hunt will bring more people to Main Street

Main Street BIA Sponsorship Request

- Sponsorship - \$1000 per month plus 3 weekly prizes plus 1 monthly prize per month
- Main Street BIA – Minimum 3-month sponsorship to secure the official launch
- There is no monetary cost for residents to participate
- Prizes that have been donated will incentivize residents to participate

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

Contact

Dave Robinson [REDACTED]

Mark Kolb [REDACTED]



Town of Newmarket

Minutes

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

Members Present: Tom Hempen, Chair
 Allan Cockburn, Vice Chair
 Councillor Kwapis
 Debbie Hill
 Mark Iacovetta
 Omar Saer
 Ken Sparks

Members Absent: Councillor Twinney
 Rob Clark
 Jennifer McLachlan

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

The meeting was called to order at 7:10 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

None.

3. Presentations & Recognitions

None.

4. Deputations

4.1 The York Region One Act Play Festival

John Dowson provided a deputation regarding the York Region One Act Play Festival from Thursday November 7, 2019 to Saturday November 9, 2019. He outlined the 2019 festival playbill and requested \$2500 in sponsorship from the Main Street District Business Improvement Area Board of Management.

Moved by: Councillor Kwapis

Seconded by: Ken Sparks

1. That the deputation provided by John Dowson regarding the York Region One Act Play Festival be received.

Carried

4.2 Newmarket 150 Historical Scavenger Hunt

David Robinson provided a deputation regarding the Newmarket 150 Historical Scavenger Hunt. He outlined the web app used, the prizes, and requested sponsorship from the Main Street District Business Improvement Area Board of Management in the amount of \$1000/month for a minimum of three months.

Moved by: Councillor Kwapis

Seconded by: Allan Cockburn

1. That the deputation provided by David Robinson regarding the Newmarket 150 Historical Scavenger Hunt be received.

Carried

4.3 Hugs 4 Hope

Nancy Bodi provided a deputation regarding the Hugs 4 Hope event on October 27, 2019 at 2:00 PM. She requested sponsorship from the Main Street District Business Improvement Area Board of Management.

Moved by: Mark Iacovetta

Seconded by: Omar Saer

1. That the deputation provided by Nancy Bodi regarding Hugs 4 Hope be received.

Carried

5. Approval of Minutes

5.1 Main Street District Business Improvement Area Board of Management Minutes of September 18, 2019

Moved by: Debbie Hill

Seconded by: Ken Sparks

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

Carried

6. Items

6.1 Sub-Committee Reports

6.1.1 Street Events Update

6.1.1.1 Candlelight Parade & Tree Lighting

The Members discussed the Candlelight Parade & Tree Lighting on Friday November 15, 2019 and outlined the entertainment, candlelight, and promotion for the first 250 attendees.

Moved by: Mark Iacovetta

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area Board of Management allocate up to \$2800 to the Candlelight Parade & Tree Lighting.

Carried

6.1.1.2 Holiday Party

The Members discussed the 2019 holiday party regarding ticket prices, catering, and entertainment.

6.1.2 Strategic Priority Update

The Members reviewed the draft Request for Quote (RFQ) and agreed to accept submissions until October 30, 2019.

6.1.3 Advertising Update

The Members advised that the Advertising sub-committee had not met since the last Main Street District Business Improvement Area Board of Management Meeting.

6.1.4 Holiday Party Update

6.2 Garbage Update

The Business Development Specialist provided an update on the in-ground garbage solution pilot project and the RFP for the town-wide garbage strategy. She 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.

6.3 Parking Update

Councillor Kwapis provided an update on the parking signs located on Cedar Street and advised that long-term parking solutions would be discussed at the task force meeting on October 29, 2019.

Tom Hempen advised that parking enforcement are visiting Main Street at least once per day and asked Members to forward any concerns to him to address with Town Staff.

6.4 Staff Update

6.4.1 Financial Update

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

6.4.2 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.

6.5 Annual General Membership Meeting

The Members discussed potential items for the Annual General Meeting (AGM) agenda the Business Development Specialist advised that a draft 2020 budget was to be presented at the AGM.

Moved by: Mark Iacovetta

Seconded by: Allan Cockburn

1. That the draft 2020 Business Improvement Area budget, composed of the following categories, be presented at the Annual General Meeting:
 - Stationary/Office \$500
 - Miscellaneous \$500
 - Promotion \$8,000
 - Advertising \$21,000

Carried

6.6 Next Meeting - November 20, 2019

7. New Business

7.1 Deputation Sponsorship Requests

The Members discussed the sponsorship requests from various deputants and scheduled a walk through with the Newmarket 150 Historical Scavenger Hunt prior to discussing sponsorship.

Moved by: Omar Saer

Seconded by: Debbie Hill

1. That the Main Street District Business Improvement Area Board of Management sponsor the York Region One Act Play Festival in the amount of \$500.

Carried

Moved by: Councillor Kwapis

Seconded by: Omar Saer

1. That the Main Street District Business Improvement Area Board of Management sponsor the Hugs 4 Hope event in the amount of \$500.

Carried

8. Closed Session

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

9. Adjournment

Moved by: Councillor Kwapis

Seconded by: Allan Cockburn

1. That the meeting be adjourned at 8:50 AM.

Carried

Tom Hempen, Chair

Date

Draft 2020 BIA Meeting Schedule

The third Wednesday of each month at 7:00 AM

- Wednesday January 15th
- Wednesday February 19th
- Wednesday March 18th
- Wednesday April 15th
- Wednesday May 20th
- Wednesday June 17th
- Wednesday July 15th
- Wednesday August 19th
- Wednesday September 16th
- Wednesday October 21st
- Wednesday November 18th
- Wednesday December 16th