

## **Additions & Corrections to the Agenda**

### **Disclosure of Pecuniary Interests**

### **Approval of Minutes**

1. Main Street District Business Improvement Area Board of Management Annual General Meeting Meetings of November 10, 2014, Main Street District Business Improvement Area Board of Management Minutes of November 18, 2014 and Main Street District Business Improvement Area Board of Management Orientation Session Minutes of February 17, 2015. p. 1

### **Items**

2. Selection of Chair and Vice Chair.
3. Schedule of Meetings
4. Appointments and Committees
5. Events
  - \* Car Show Event - June 27
  - \* Canada Day Event - July 1
  - \* Midnight Magic Event
  - \* Ideas for Future Events
6. Marketing/Advertising
  - \* Review of past methods/tools utilized
  - \* Hiring of Resource
7. Snow Removal

### **New Business**

### **Adjournment**

**MAIN STREET DISTRICT  
BUSINESS IMPROVEMENT AREA  
BOARD OF MANAGEMENT  
ORIENTATION SESSION**

Tuesday, February 17, 2015 at 7:00 p.m.  
Community Centre and Lions Hall  
200 Doug Duncan Drive Hall # 3

The Orientation Session meeting of the Main Street District Business Improvement Area Board of Management was held on Tuesday, February 17, 2015 at 7:00 p.m. in Hall # 3, Community Centre and Lions Hall, 200 Doug Duncan Drive.

**Members**

**Present:** Anne Martin  
Olga Paiva  
Carmina Pereira  
Jackie Playter  
Rory Rodrigo  
Councillor Sponga (7:06 to 7:45 p.m.)  
Siegfried Wall (7:12 to 8:45 p.m.)  
Glenn Wilson

**Staff:** C. Kallio, Economic Development Officer  
L. Lyons, Deputy Clerk

**Guests:** Diane Ploss, Municipal Advisor, Ministry of Municipal Affairs and Housing  
Rebecca Augustine, Ministry of Municipal Affairs and Housing

The Orientation Session commenced at 7:06 p.m.

**ADDITIONS**

None.

**DECLARATIONS OF INTEREST**

None.

The Economic Development Officer provided introductions.

**1. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF  
MANAGEMENT ORIENTATION SESSION MINUTES – FEBRUARY 17, 2015  
ITEM 1 – ORIENTATION**

Ms. Diane Ploss, Municipal Advisor, Ministry of Municipal Affairs and Housing provided a presentation related to the role, function, mandate and procedural matters with respect to the operation of a Business Improvement Area Board of Management.

Ms. Ploss addressed questions from those present related to various aspects of BIA organization.

The Deputy Clerk addressed those present with a PowerPoint presentation of various specifics related to the management of a Business Improvement Area including governance, board structure, roles and responsibilities and provided a review of service levels provided by the Town of Newmarket to the BIA.

Discussion ensued regarding questions related to notice of meetings, sub-committees and minutes and the meeting schedule. The Board of Management Members agreed to have the first meeting on Tuesday, February 24, 2015 beginning at 7:00 p.m. and agreed to provide items of interest to the Economic Development Officer for inclusion on the agenda.

**Moved by Jackie Playter  
Seconded by Glenn Wilson**

**THAT the meeting adjourn.**

**CARRIED**

There being no further business, the meeting adjourned at 8:45 p.m.



Town of Newmarket  
**MINUTES**

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**MAIN STREET DISTRICT  
BUSINESS IMPROVEMENT AREA  
BOARD OF MANAGEMENT**  
Tuesday, November 18, 2014 at 7:30 p.m.

Community Centre and Lions Hall  
200 Doug Duncan Drive Hall # 3

The meeting of the Main Street District Business Improvement Area Board of Management was held on Tuesday, November 18, 2014 at 7:30 p.m. in Hall # 3, Community Centre and Lions Hall, 200 Doug Duncan Drive.

**Members**

**Present:** Jackie Playter, Chair  
Nancy Barnard  
Adrian Cammaert  
Nancy Gerry  
Steven Gilbert  
Anne Martin

**Absent:** James Elliott  
Councillor Sponga  
Siegfried Wall

**Guests:** Carmina Pereira  
Olga Paiva  
Glenn Wilson

**Staff:** L. Moor, Council/Committee Coordinator

Jackie Playter in the Chair.

The meeting was called to order at 7:30 p.m.

**ADDITIONS**

The Chair advised that the proprietor of the establishment known as Made in Mexico requested an opportunity to speak to the Board of Management regarding outdoor patios; however the winter road conditions prevented her from attending this meeting.

The Chair advised that Mr. Glenn Wilson has requested an opportunity to speak to the Board of Management under the New Business portion of the agenda.

**DECLARATIONS OF INTEREST**

None.

1. **MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – NOVEMBER 18, 2014 – ITEM 1**  
**APPROVAL OF MINUTES**

Main Street District Business Improvement Area Board of Management Minutes of October 21, 2014.

The Chair advised of some minor corrections to the minutes.

**Moved by Adrian Cammaert**  
**Seconded by Steven Gilbert**

**THAT the Main Street District Business Improvement Area Board of Management Minutes of October 21, 2014, as corrected, be approved.**

**CARRIED**

With respect to the Annual General Meeting held on November 10, 2014, the Chair advised that the proposed 2015 Main Street District Business Improvement Area Board of Management budget was approved at the Annual General Meeting.

With respect to the October 21, 2014 minutes, the Chair advised that one more accessible parking space should be added on Main Street for provincial standards ratio parity.

**Moved by Anne Martin**  
**Seconded by Nancy Gerry**

**THAT an additional accessible parking space be added to Main Street between Botsford Street Timothy Street.**

**CARRIED**

2. **MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – NOVEMBER 18, 2014 – ITEM 2**  
**FINANCIAL REPORTS**

The Chair advised of an approximate current account balance of \$7,000.

**3. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – NOVEMBER 18, 2014 – ITEM 3  
COMMITTEE REPORTS**

Nancy Barnard provided a verbal update regarding topics discussed at the last Marketing Sub-committee meeting being snow removal issues, Christmas on Main Street event scheduled for November 27, 2014, feasibility of strolling minstrels for that event and information related to the Main Street merchants Christmas gathering. A suggestion was made to have the Main Street District Business Improvement Area Board of Management provide a beverage to the attendees of the Christmas gathering.

Moved by Nancy Barnard  
Seconded by Steven Gilbert

THAT the Main Street District Business Improvement Area Board of Management contribute an amount of \$200 to cover the cost of one beverage per attendee at the annual Christmas gathering.

**MOTION LOST**

A suggestion was made to contact the Salvation Army related to the feasibility of strolling minstrels and/or carollers/bell ringing for the Main Street Christmas event.

Nancy Barnard advised that the proprietor of Good Vibes on Main has been invited to the Town Recreation meeting dealing with Winterfest activities in an effort to incorporate Main Street businesses into that event.

Discussion ensued regarding radio promotional advertising for the Christmas season.

Moved by Nancy Barnard  
Seconded by Anne Martin

THAT an amount of \$1,000 be allocated to the Jewel 88.5 radio station for promotional advertising of Main Street businesses during the Christmas season.

**CARRIED**

The Chair advised that the Town initiated event entitled 'Savour Downtown' held in the fall was successful with approximately sixty (60) people participating in five (5) restaurant venues and menus along Main Street.

4. **MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – November 18, 2014 – ITEM 3**  
**WINTER WONDERLAND**

Discussion ensued regarding the banners placed along Riverwalk Commons during the Winter Wonderland event.

**Moved by Adrian Cammaert**  
**Seconded by Anne Martin**

**THAT \$500 be allocated towards the Winter Wonderland banners showcasing Main Street merchants.**

**CARRIED**

5. **MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – NOVEMBER 18, 2014 – ITEM 5**  
**SUMMARY OF IDEAS FOR STRATEGIC PLAN**

Adrian Cammaert provided a verbal status regarding the document recently produced entitled Summary of Ideas for Strategic Plan Main Street BIA. Discussion ensued regarding the various ideas presented in the document. A suggestion was made to forward the document to the new Board of Management for consideration.

6. **MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – NOVEMBER 18, 2014 – ITEM 6**  
**MOHAWK COLLEGE – MARKETING/COMMUNICATIONS CAMPAIGN**

Adrian Cammaert provided a verbal update regarding a free program offered by Mohawk College for advertising and marketing communications management by students with an application deadline date of November 21, 2014.

**Moved by Nancy Gerry**  
**Seconded by Adrian Cammaert**

**THAT the application for advertising and marketing communications management be forwarded on behalf of the Main Street District Business Improvement Area Board of Management before the November 21, 2014 application deadline.**

**CARRIED**

Adrian Cammaert offered to submit the Main Street District Business Improvement Area Board of Management's portfolio to the Canadian Institute of Planners by the end of September 2015 in an effort to participate in the nominations for awards for certain streets, neighbourhoods etc.

**7. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – NOVEMBER 18, 2014 – ITEM 7  
NEW BUSINESS**

Glenn Wilson provided comments regarding the vote for Board membership held at the Annual General Meeting on November 10, 2014. He advised that going forward, the sub-committee structure will be doing the tangible work and the Board of Management will oversee the efforts of the sub-committees.

The Chair thanked all the departing Board members for their contributions over the last years.

**Moved by Steven Gilbert  
Seconded by Nancy Barnard**

**THAT the meeting adjourn.**

**CARRIED**

There being no further business, the meeting adjourned at 8:20 p.m.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Jackie Playter, Chair





Monday, November 10, 2014  
Hall # 3 Community Centre  
200 Doug Duncan Drive

The Main Street District Business Improvement Area Membership Annual General Meeting was held on Monday, November 10, 2014 at 7:30 p.m. in the Hall # 3, Newmarket Community Centre and Lions Hall, 200 Doug Duncan Drive, Newmarket.

**Members**

**Present:**

Heather Burling, H & K Enterprises  
Elisabeth Buslovich, Glama Gal Tween Spa  
Michele Brunet, Unwind Yarn House  
Steve Bruno, Stamp & Hammer  
Patricia Carmichael, Carmichael Hair & Spa  
Kristi Cross, NOMI  
Michelina D'Agrosa, Eves Ladies Wear  
Tom Dier, Covernotes  
Megan Fisher, Nutmeg Bakeshop  
Boris Fong, Hungry Brew Hops  
Vicky Han, Café Hesed  
Ted Heald, Haven  
Elisabeth Hempen, 222 Main Street  
Kirsten Hempen, Hempen Jewellers  
Debbie Hill, The Maid's Cottage  
David Hunter, Lemon Lime Design  
Koneswaran Ketheswaran, Econo Pizza  
Joe Mariconda, GEM Patent Services  
Olga Paiva, Canada T  
Carmina Pereira, 252 Main Street  
Farzaneh Peterson, Roger White Academy  
Anne Robins, Robins Pharmacy  
Rory Rodrigo, Just Brunch  
Tony Salim, MTS  
Mitch Sauder, Stamp & Hammer  
Ken Sparks, Good Vibes on Main  
Victoria Sparks, Good Vibes on Main  
Janet Walker, Made in Mexico  
Peter Webster, Abex Group  
Glenn Wilson, Canada T  
Karla Wilson, Haven  
Jon Wright, JW By Design  
Stan Yavorsky, Yavorsky Studio

Board of Management  
Members:

Nancy Barnard  
Adrian Cammaert  
Nancy Gerry  
Steven Gilbert  
Anne Martin  
Jackie Playter (Chair)  
Siegfried Wall  
Councillor Sponga

Absent: James Elliott

Staff: C. Kallio, Economic Development Officer  
L. Lyons, Deputy Clerk  
L. Moor, Council/Committee Coordinator

The meeting was called to order at 7:45 p.m.

Jackie Playter in the Chair.

The Chair advised of an addition to the agenda being New Business.

**1. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA MEMBERSHIP  
ANNUAL GENERAL MEETING MINUTES – NOVEMBER 10, 2014 – ITEM 1  
WELCOME AND INTRODUCTIONS**

The Chair welcomed those present and introduced Members of the Main Street District Business Improvement Area Board of Management and Town of Newmarket staff.

**2. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA MEMBERSHIP  
ANNUAL GENERAL MEETING MINUTES – NOVEMBER 10, 2014 – ITEM 2  
APPROVAL OF MINUTES**

Main Street District Business Improvement Area Board of Management Minutes of November 13, 2013 Annual General Meeting.

**Moved by Nancy Gerry  
Seconded by Anne Robins**

**THAT the Main Street District Business Improvement Area Board of Management  
Minutes of November 13, 2013 Annual General Meeting be approved.**

**CARRIED**

3. **MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA MEMBERSHIP ANNUAL GENERAL MEETING MINUTES – NOVEMBER 10, 2014 – ITEM 3**  
**2013 FINANCIAL STATEMENT**

The Economic Development Officer provided a verbal update regarding the financial position and balance of the Main Street District Business Improvement Area Board of Management and advised that copies of the financial statements had been distributed with the agenda.

**Moved by Steven Gilbert**  
**Seconded by Siegfried Wall**

**THAT the Main Street District Business Improvement Area Board of Management financial statements for the year ended 2013 be approved.**

**CARRIED**

4. **MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA MEMBERSHIP ANNUAL GENERAL MEETING MINUTES – NOVEMBER 10, 2014 – ITEM 4**  
**2014 REVIEW**

The Chair provided a PowerPoint presentation and verbal status update regarding the events held in 2014.

Discussion ensued regarding advertising strengths and consistent messaging with various advertising outlets and the economic effects on Main Street businesses during events that are intended to enhance the exposure of Main Street. Further discussion ensued regarding various advertising opportunities on Facebook accounts.

5. **MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA MEMBERSHIP ANNUAL GENERAL MEETING MINUTES – NOVEMBER 10, 2014 – ITEM 5**  
**PROPOSED 2015 BUDGET**

The Chair provided a PowerPoint presentation highlighting various aspects the proposed 2015 budget. Discussion ensued regarding advertising costs, event expenditures, social media methods of communication and advertising and available resources.

**Moved by Ted Heald**  
**Seconded by Elisabeth Hempen**

**THAT the 2015 Main Street District Business Improvement Area Budget be approved as follows:**

<b>Administration</b>	<b>\$</b>	<b>5,000.00</b>
<b>Advertising</b>		<b>12,000.00</b>
<b>Events</b>		<b>12,000.00</b>
<b>Miscellaneous</b>		<b><u>1,000.00</u></b>
		<b>30,000.00</b>

**CARRIED**

6. **MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA MEMBERSHIP ANNUAL GENERAL MEETING MINUTES – NOVEMBER 10, 2014 – ITEM 6**  
**NOMINATIONS TO BOARD OF MANAGEMENT**

The Chair advised of the qualifications required to vote for membership to the Board of Management. The Economic Development Officer provided clarification to business owner/property owner/tenant voting eligibility.

The Chair requested nomination of a scrutineer for the purpose of the voting procedures of the Main Street District Business Improvement Area Board of Management membership.

**Moved by Ted Heald**  
**Seconded by Glenn Wilson**

**THAT Mr. Peter Webster of Abex Group is appointed a scrutineer for the purpose of the voting procedures of the Main Street District Business Improvement Area Board of Management membership.**

**CARRIED**

7. **MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA MEMBERSHIP ANNUAL GENERAL MEETING MINUTES – NOVEMBER 10, 2014 – ITEM 7**  
**VOTING PROCEDURES**

The Chair introduced Lisa Lyons, Deputy Clerk, Town of Newmarket who provided a verbal presentation regarding the voting process. She read aloud the list of current nominees and called upon those present for any additional names. She read aloud a third and final time, the call for any further submissions; hearing none, the Deputy Clerk henceforth opened the vote and requested those members in attendance to obtain a ballot from Clerk's Department staff.

The Deputy Clerk, along with Mr. Webster and Clerk's Department staff tallied the vote results and the following individuals were chosen by ballot:

Anne Martin  
 Siegfried Wall  
 Glenn Wilson  
 Olga Paiva  
 Carmina Pereira  
 Elizabeth Buslovich  
 Rory Rodrigo  
 Jackie Playter

The Deputy Clerk advised of the following excerpt from the *Ontario Municipal Act*, Part V S. 205 (3) (c) (9) regarding Council's authority on behalf of the municipality with respect to appointment of a person selected by the members of an improvement area. She further advised that appointments would be made in January, 2015.

8. **MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA MEMBERSHIP ANNUAL GENERAL MEETING MINUTES – NOVEMBER 10, 2014 – ITEM 8**  
**NEW BUSINESS**

The Chair presented Nancy Gerry with a token of appreciation for serving on the Main Street District Business Improvement Area Board of Management as she is not seeking re-election due to retirement.

The Chair thanked all who participated.

**Moved by Nancy Gerry**  
**Seconded by Steven Gilbert**

**THAT the meeting adjourn.**

**CARRIED**

There being no further business, the meeting adjourned at 9:02 p.m.

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Date

\_\_\_\_\_  
Jackie Playter, Chair