



Town of Newmarket  
**MINUTES**

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

Tuesday, February 24, 2015 at 7:00 p.m.

Newmarket Public Library Meeting Room  
438 Park Avenue

The meeting of the Main Street District Business Improvement Area Board of Management was held on Tuesday, February 24, 2015 at 7:00 p.m. in the Meeting Room of the Newmarket Public Library, 438 Park Avenue.

**Members**

Present: Elizabeth Buslovich  
Anne Martin  
Olga Paiva  
Carmina Pereira  
Jackie Playter  
Siegfried Wall  
Glenn Wilson

Absent: Rory Rodrigo  
Councillor Sponga

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

The Deputy Clerk called the meeting to order at 7:06 p.m.

**ADDITIONS**

It was noted that the Orientation Session Minutes of February 17, 2015 inadvertently omitted Elizabeth Buslovich from the attendance record and those minutes have since been amended.

**DECLARATIONS OF INTEREST**

The Deputy Clerk provided information with respect to the requirement to declare matters of pecuniary interest. There were no declarations noted for this meeting.

The Deputy Clerk suggested that the selection of a Chair and Vice-Chair should take place before the Approval of Minutes item is considered.

**1. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – FEBRUARY 24, 2015 – ITEM 1  
SELECTION OF CHAIR AND VICE-CHAIR**

Selection of Chair and Vice-Chair.

The Deputy Clerk opened the floor for nominations for Chair.

**Moved by Anne Martin  
Seconded by Elizabeth Buslovich**

**THAT Mr. Glenn Wilson be appointed as Chair of the Main Street District Business Improvement Area Board of Management.**

**CARRIED**

The Deputy Clerk opened the floor for nominations for Vice-Chair.

**Moved by Glenn Wilson  
Seconded by Siegfried Wall**

**THAT Ms. Anne Martin be appointed as Vice-Chair of the Main Street District Business Improvement Area Board of Management.**

**CARRIED**

Glenn Wilson in the Chair.

**2. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – FEBRUARY 24, 2015 – ITEM 2  
APPROVAL OF MINUTES**

Main Street District Business Improvement Area Board of Management Annual General Meeting Minutes of November 10, 2014 (for accuracy only); 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.

**Moved by Jackie Playter  
Seconded by Carmina Pereira**

**THAT THE Main Street District Business Improvement Area Board of Management Annual General Meeting Minutes of November 10, 2014 (for accuracy only); 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 be approved.**

**CARRIED**

**3. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – FEBRUARY 24, 2015 – ITEM 3  
SCHEDULE OF MEETINGS**

Discussion ensued regarding the schedule of meetings for the term and the matter was deferred to obtain further feedback. The Chair advised that the next scheduled meeting is Tuesday, March 17, 2015 at 7:30 p.m. at the Community Centre and Lions Hall.

**4. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – FEBRUARY 24, 2015 – ITEM 4  
APPOINTMENTS AND COMMITTEES**

The Chair suggested a sub-committee structure consisting of an Events Committee, a Marketing Committee and a Strategic Advisory Committee.

Discussion ensued and a suggestion was made to invite Mr. Adrian Cammaert to participate in the Strategic Advisory Committee. The Chair advised that Vickie Sparks has offered to continue to post BIA information to the Facebook page for the time being.

Further discussion ensued regarding the practicality of combining the Events and Marketing sub-committees.

**Moved by Jackie Playter  
Seconded by Olga Paiva**

**THAT an Events/Marketing sub-committee of the Main Street District Business Improvement Area Board of Management be established with the following members: Carmina Pereira, Olga Paiva, Elizabeth Buslovich,  
Anne Martin;**

**AND THAT Jackie Playter participate as an advisor to the sub-committee.**

**CARRIED**

**5. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – FEBRUARY 24, 2015 – ITEM 5  
EVENTS**

- Car Show Event – June 27
- Canada Day Event – July 1
- Midnight Magic Event

Discussion ensued regarding surveying the area merchants on the feasibility of Main Street closure once per month (Saturday mornings to coincide with Farmers' Market) with a rotation of various vendors.

Jackie Playter agreed to investigate the status of the Car Show organizer's request with the Town for closure of Main Street on June 27, 2015.

Jackie Playter advised that the list of Canada Day vendors has been supplied to Olga Paiva.

A suggestion was made to have a presentation at the March 17, 2015 meeting regarding the feasibility of an outdoor patio pilot project on Main Street. The Economic Development Officer advised that he would arrange details of the presentation for that date.

**6. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – FEBRUARY 24, 2015 – ITEM 6  
MARKETING/ADVERTISING**

Review of Past Methods/Tools Utilized

The Economic Development Officer provided a verbal update regarding the budget and advised that in past years, approximately two-thirds of the budget has been used for Era and snapd advertising.

The Chair advised that a representative from snapd has requested an opportunity to speak to the Main Street District Improvement Area Board of Management. A suggestion was made to have a representative from the Era as well.

Discussion ensued regarding establishment of a Strategic Advisory Committee, further dialogue to take place at the March 17, 2015 meeting.



Hiring of Resource

The Deputy Clerk advised that she would supply information to the Chair with respect to a contract position policy for specific duties.

**7. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – FEBRUARY 24, 2015 – ITEM 7  
SNOW REMOVAL**

Jackie Playter advised that she has been in contact with the Manager of Operations and the accumulated snow on Main Street windrows and parking spaces would be removed on February 25, 2015.

**8. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – FEBRUARY 24, 2015 – ITEM 8  
NEW BUSINESS**

- a) The Deputy Clerk indicated that the Events/Marketing sub-committee should decide when and where they will meet, document their meeting discussions and report back to the Board of Management.
- b) The Deputy Clerk suggested that the Board of Management have a facilitated session with a representative from the Ministry of Municipal Affairs and Housing before establishment of a strategic advisory committee and advised she would provide details of proposed dates for such a session directly to the Chair. Siegfried Wall requested that the facilitated session focus on specific Main Street, Newmarket issues (i.e. – narrowness of street, parking dilemmas) and provide some insight into comparable BIA's with similar struggles.
- c) The Economic Development Officer provided a verbal update regarding the funds which remained in the BIA budget at the end of 2014 which were transferred to the 2015 account.

**Moved by Jackie Playter  
Seconded by Elizabeth Buslovich**

**THAT the meeting adjourn.**

**CARRIED**

There being no further business, the meeting adjourned at 8:40 p.m.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Glenn Wilson, Chair