



Town of Newmarket Agenda

Main Street District Business Improvement Area Board of Management

Date: Wednesday, February 19, 2020
Time: 8:00 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 AIIM Digital 1

Note: Liam Kearney will be in attendance to provide a deputation on this matter.

4.2 Community Living Ontario - Ready, Willing and Able 3

Note: Jackie Moore 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 Meeting Minutes of January 15, 2020 11

1. That the Main Street District Business Improvement Area Board of Management Minutes of January 15, 2020 be approved.

6. Items

6.1 2020 Deputation Funding

6.2 Strategic Priority Scheduling

6.3 Sub-Committee Reports

6.3.1 Street Events Update

6.3.2 Advertising Update

6.3.3 Strategic Priority Update

6.4 Garbage Update

6.5 Parking Update

6.6 Staff Update

6.6.1 Financial Update

6.6.2 Financial Incentive Program Staff Working Group Update

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: Liam Kearney	
Organization / Group/ Business represented: AIIM Digital	
Address: [REDACTED]	Postal Code: [REDACTED]
Daytime Phone No: [REDACTED]	Home Phone:
Email: [REDACTED]	Date of Meeting: 19th February
Is this an item on the Agenda? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Agenda Item No:
<input checked="" 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): I want to get some feedback from the committee about some unique marketing options that I have that will benefit the local business community in Newmarket. I wanted to find out what options you think will benefit business owners before approaching them directly. This will include some print and digital options that will allow business owners to generate more foot traffic in store and allow owners to capture information about prospects and customers to be able to market and promote to them with new offers. We have seen increase in sales and optins of between 10 and 40% using this system.	
Do you wish to provide a written or electronic communication or background information <input checked="" type="checkbox"/> Yes <input 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

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Name: Jackie Moore	
Organization / Group/ Business represented: Community Living Ontario - Ready, Willing, and Able	
Address: [REDACTED]	Postal Code: [REDACTED]
Daytime Phone No: [REDACTED]	Home Phone: [REDACTED]
Email: [REDACTED]	Date of Meeting: Feb 19 2020
Is this an item on the Agenda? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Agenda Item No:
<input checked="" 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): I work for Ready, Willing, and Able, a national inclusive employment initiative. In my role I support employers to hire inclusive of job seekers who self-identify as having an intellectual disability. I am interested in sharing information with the board in order to engage with employers within the BIA, and to share best practices for hiring inclusive of diverse job seekers. The action would be to share information about the work that I am doing to build an inclusive workforce in Ontario. We are federally funded and there is no cost whatsoever to the services we provide.	
Do you wish to provide a written or electronic communication or background information <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Please submit all materials at least 5 days before the meeting.	

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PERFORMANCE

THROUGH PARTNERSHIP



Ready, Willing and Able (RWA) is a national initiative that supports Canadian businesses to build an inclusive workplace, capitalizing on the skills and qualifications of people with an intellectual disability or Autism Spectrum Disorder (ASD).

“Developing partnerships to **support** your success is integral to the **prosperity** of any business.”

– Matthew MacKenzie, General Manager
The Algonquin Resort, NB

READY	PRÊTS
WILLING	DISPONIBLES
& ABLE	& CAPABLES

Let us help you build your inclusive workforce. Visit:
www.readywillingable.ca

How it **WORKS**

The RWA model has successfully connected thousands of businesses with skilled employees. Our model ensures that you are provided with the supports you may need to create an inclusive workplace.

RWA Provides:

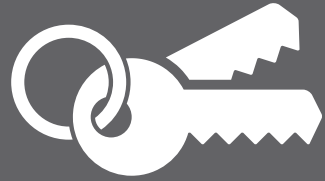


Knowledge

- Explore your unique labour needs
- Share the business benefits of inclusive hiring
- Enhance your inclusive human resource practices

Access

- Complement your current recruitment efforts
- Provide coordinated access to qualified candidates who have an intellectual disability or ASD



Hiring Support

- Ensure that suitable candidates are forwarded in a timely manner
- Provide support to both your business as well as potential candidates throughout the hiring process

Ongoing Support

- Provide necessary on-the-job supports during onboarding and beyond
- Maintain regular contact and support with your business



**READY
WILLING
& ABLE**

**PRÊTS
DISPONIBLES
& CAPABLES**

INCLUSIVE HIRING WORKS

THE BUSINESS BENEFITS OF HIRING PEOPLE WITH AN INTELLECTUAL DISABILITY OR AUTISM SPECTRUM DISORDER



Building an Inclusive Labour Force

The difference between success and failure lies in the talent and diverse skill set of your workforce. Across Canada, there are close to 500,000 working-aged adults with an intellectual disability or Autism Spectrum Disorder (ASD). This untapped workforce can help address current labour shortages while making your business stronger, more diverse and more productive.

Ready, Willing and Able (RWA) is a national initiative of the Canadian Association for Community Living (CACL), the Canadian Autism Spectrum Disorders Alliance (CASDA) and their member organizations. Funded by the Government of Canada and active in provinces across the country, RWA supports Canadian businesses to build an inclusive workplace that capitalizes on the skills and qualifications of people with an intellectual disability or ASD.

There is rapidly increasing pressure on businesses both large and small to be on the cutting edge of innovative practices, processes, and products. A business that can build and retain a diverse team where employees are engaged and invested, and where their skills and interests align with their roles, is much more likely to be successful.

As a national strategy to create inclusive and effective labour markets, RWA provides:

- Insights on the business benefits of inclusive hiring and the return on investment experienced by Canadian businesses who hire people with an intellectual disability or ASD
- Access to research and best practices for leveraging the benefits of a diverse and inclusive workforce
- Disability awareness training
- An individualized approach to developing and implementing inclusive recruitment and selection strategies
- Coordinated access to a broad talent pool of persons with an intellectual disability or ASD
- Direct connections to local employment agencies who provide on-the-job supports and accommodations to candidates and new employees with an intellectual disability or ASD

MISCONCEPTIONS

Across the country, many jobs go unfilled because individuals with an intellectual disability or ASD are not considered as potential candidates. Their strengths and talents are often overlooked due to outdated and false perceptions that focus on the ‘disability’ rather than the ‘ability’.

Common concerns for Canadian businesses in considering hiring an individual with a disability include:

- ✓ Productivity and performance
- ✓ Impact on corporate culture
- ✓ Impact on consumers
- ✓ Safety
- ✓ Cost of accommodations

These **preconceived concerns** about hiring employees with an intellectual disability or ASD averaged 42% higher than the challenges actually experienced in hiring them according to research from the **Institute for Corporate Productivity**

(Parrey, Davis, Lykins, Johnson, & Riehle, 2014)

PRODUCTIVITY & PERFORMANCE

Making a hiring decision should always come down to selecting the best person for the job. While each new employee brings their own strengths, there are significant positive performance trends noted by businesses that have hired people with an intellectual disability or ASD.

89% of businesses rated employees hired through RWA as well as or better than average on **CONTRIBUTING TO THE FIRM’S PROFIT MARGIN** (CIC, 2018)

76% of businesses rated employees hired through RWA as well as or better than average on **PRODUCTIVITY** (CIC, 2018)

“TAKE THAT LEAP OF FAITH. THERE’S A LOT OF SUPPORT OUT THERE. YOU’LL GET **PRODUCTIVITY** AND IT IS VERY REWARDING TO THE ENTIRE TEAM.”



— Mike McGregor, Branch Manager
Bluewave Energy, Sudbury, ON



RELIABILITY

When an employee does not come in to work it can result in lost business, reduced productivity or missed deadlines; all of which hurt performance and profitability. Absenteeism in Canada resulted in an annual estimated annual cost of \$16.6 billion, according to Statistics Canada (2012), but businesses that have hired through RWA report high rates of employee reliability (CIC, 2018).

Businesses rated employees hired through RWA as well as or better than average on:

PUNCTUALITY	94%
ATTENDANCE	95%
USE OF SICK DAYS	98%

Source: Centre for Inclusion and Citizenship (CIC) at the University of British Columbia, 2018

“DUSTIN FITS IN TO THE COSTCO COMPANY CULTURE PERFECTLY, AND HAS A WORK ETHIC THAT **SETS THE BAR** IN THE STORE.”



— Chriss Little, Front End Manager
Costco, Winnipeg MB

RETENTION

Inclusive hiring contributes to a stronger, more stable workforce. Recruiting new staff, training and orientation, and covering missed shifts takes time and resources. Companies that have an effective retention strategy are able to maintain skilled labour and reap the benefits of knowledge continuity in the workplace, resulting in significant cost savings.

97% of businesses rated employees hired through RWA as well as or better than average on **TURNOVER** (CIC, 2018)

Employees hired by businesses working with RWA demonstrated a **93% RETENTION RATE** (CIC, 2018)

“CLIENTS APPRECIATE THAT WE HIRE EMPLOYEES WITH AN INTELLECTUAL DISABILITY OR AUTISM SPECTRUM DISORDER – DIVERSITY GIVES US A COMPETITIVE ADVANTAGE.”



— Sarah Hunter, Co-owner
Coop Coco & Calendula, Montreal QC

INNOVATION

Creativity comes from diversity. Many companies that hire inclusively experience an innovation advantage. In addition to innovative practices that new perspective brings, the creativity and flexibility used to meet the needs of a diverse and inclusive workforce translates to an ability to innovate and adapt to changing markets.

(Human Resources and Skills Development Canada, 2013)

IMPACT ON CORPORATE CULTURE

Although job performance tends to be the focus of most research on employees with an intellectual disability or ASD, inclusive hiring impacts the whole team and enhances work place culture. Businesses working with RWA report that having a diverse and inclusive workforce has boosted morale, enhanced connectedness and enriched leadership and management skills among senior level staff.

“A DIVERSE WORKFORCE AND THE INCLUSION OF TALENT FROM DIFFERENT BACKGROUNDS MAKES OUR ORGANIZATION STRONGER AND WE APPRECIATE THE CONTRIBUTIONS OF THOSE WITH DIFFERENT ABILITIES.”



— Richard Taylor, President
Niagara Casinos, Niagara Falls, ON



Businesses rated employees hired through RWA as well as or better than average on:

THEIR ATTITUDE TOWARDS WORK	99%
GETTING ALONG WITH CO-WORKERS	97%
GETTING ALONG WITH MANAGEMENT	100%
GETTING ALONG WITH CUSTOMERS/CLIENTS	90%
CONTRIBUTING TO POSITIVE WORKPLACE MORALE	99%

Source: Centre for Inclusion and Citizenship (CIC) at the University of British Columbia, 2018

IMPACT ON CONSUMERS

Successful businesses recognize the value of developing long-lasting relationships with their customers. In today's market, consumer loyalty can be the key to a business' long-term success. People want to frequent businesses that reflect their communities and values.

92% of individuals regarded companies who hired people with a disability **MORE FAVOURABLY THAN THEIR COMPETITORS**

(Siperstein, Romano, Mohler & Parker, 2006)

87% of people indicated they would prefer to give their business to companies **WHO HIRE INCLUSIVELY**

(Siperstein, Romano, Mohler & Parker, 2006)

73% of businesses that hired through RWA reported receiving positive feedback from customers/clients regarding their **COMMITMENT TO INCLUSION**

(CIC, 2018)

SAFETY

As a responsible business, ensuring the safety of employees is always top of mind. Research supports that employees with disabilities do not pose a higher safety risk on the job than their co-workers without disabilities. Hiring someone with an intellectual disability or ASD does not increase your liability for workplace safety, Workers' Compensation and general insurance coverage.

A 2012 study explored the impact of inclusive employment at two Walgreens distribution centres (Kaletta, Binks & Robinson, 2012). As compared to all other distribution centres in the company, these two centres had:

- ✓ 40% lower safety incident rate
- ✓ 67% lower medical treatment costs
- ✓ 73% lower employee time away due to accidents
- ✓ 77% lower overall costs associated with accidents

COST OF ACCOMMODATIONS

Providing required accommodations for employees is standard practice for Canadian businesses. Unfortunately, with respect to persons with disabilities, the perceived increased cost of such accommodations has been identified by many businesses as a barrier to inclusive hiring.

Research indicates that these costs are minimal in actuality, especially given the return on investment:

57% of job accommodations cost nothing and **37%** had a one-time cost of \$500 or less (Job Accommodation Network, 2013)

Where there are accommodation requirements, RWA and our employment agency partners offer a range of supports and resources at no cost to employees or businesses. From support with selection and onboarding and job coaching, to adaptive technology and equipment, RWA removes the perceived financial barriers of inclusive hiring.

“DEVELOPING PARTNERSHIPS TO SUPPORT YOUR SUCCESS IS INTEGRAL TO THE PROSPERITY OF ANY BUSINESS. I THINK IT IS A MISSED OPPORTUNITY TO NOT TAKE ADVANTAGE OF WHAT RWA HAS TO OFFER.”



— Matthew MacKenzie, General Manager
The Algonquin Resort and Casino, NB



IT'S ABOUT FIT

Since 2014, thousands of Canadian businesses have collaborated with RWA to diversify their workforce and tap into the talents of employees with an intellectual disability or ASD. Collaborating with businesses of all sizes and industries, RWA supports businesses across the full employment trajectory, to ensure the best fit for both the business and the candidate. Through RWA, candidates find opportunities that align with their strengths, and businesses gain talented and productive employees who enhance their bottom line.

www.readywillingable.ca

Funded by the Government of Canada's Opportunities Fund for Persons with Disabilities. Financé par le Gouvernement du Canada par le Fonds d'intégration pour les personnes handicapées.



Government
of Canada

Gouvernement
du Canada

Canada



Town of Newmarket

Minutes

Main Street District Business Improvement Area Board of Management

Date: Wednesday, January 15, 2020
 Time: 8:00 AM
 Location: Serpa Studio
 Old Town Hall
 460 Botsford Street
 Newmarket, ON L3Y 1T1

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

Members Absent: Allan Cockburn, Vice Chair
 Councillor Twinney
 Rob Clark
 Jennifer McLachlan

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

The meeting was called to order at 8:14 AM.
 Tom Hempen in the Chair.

1. Additions and Corrections to the Agenda

None.

2. Declarations of Pecuniary Interest

None.

3. **Presentations & Recognitions**

None.

4. **Deputations**

None.

5. **Approval of Minutes**

5.1 **Main Street District Business Improvement Area Board of Management Minutes of November 20, 2019**

Moved by: Omar Saer

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area Board of Management Minutes of November 20, 2019 be approved.

Carried

6. **Items**

6.1 **2020 Deputation Funding**

The Members discussed the bi-annual sponsorship and advertising meetings that would be held in 2020 to provide community organizations and deputants an opportunity to ask the Main Street District Business Improvement Area Board of Management for monetary contributions. The Members advised that funding decisions would be made at the regularly scheduled February 19, 2020 meeting.

Moved by: Mark Iacovetta

Seconded by: Debbie Hill

1. That the following dates be approved as the bi-annual Sponsorship and Advertising meeting dates:
 - February 11, 2020
 - June 18, 2020

Carried

6.2 2020 BIA Conference and the 2020 Membership Application/Invoice for OBIAA

The Business Development Specialist advised that the Ontario Business Improvement Area Association (OBIAA) annual conference was scheduled from April 19 - 22, 2020 in Toronto. The Chair asked Members to review the conference information.

Moved by: Omar Saer

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area Board of Management approve the cost of the 2020 Ontario Business Improvement Area Association (OBIAA) annual membership at \$254.52.

Carried

6.3 Garbage Update

None.

6.4 Parking Update

Tom Hempen advised that the Downtown Parking Taskforce had met in December and discussed short term, medium term, and long term solutions for parking. He advised that the Strategic Leadership Team was creating a draft plan for review in Q2 2020.

6.5 Sub-Committee Reports

6.5.1 Street Events Update

The Members discussed street events for 2020 and advised that the sub-committee would be meeting before the next regular Main Street District Business Improvement Area Board of Management meeting.

6.5.2 Advertising Update

The Members advised that regular and on-going social media advertising was occurring and videos were being created for businesses on Main Street.

6.5.3 Strategic Priority Update

The Business Development Specialist advised that the strategic priority consultant contract needed to be discussed with procurement regarding insurance requirements prior to beginning the planning process.

6.6 Staff Update

6.6.1 Financial Update

Moved by: Ken Sparks

Seconded by: Omar Saer

1. That the Main Street District Business Improvement Area Board of Management approve the 2020 Tourism Oriented Directional Signs (TOMS) fee in the amount of \$1500.

Carried

Moved by: Ken Sparks

Seconded by: Mark Iacovetta

1. That the Main Street District Business Improvement Area Board of Management approve the 2020 insurance fee in the amount of \$1020.60.

Carried

6.6.2 Financial Incentive Program Staff Working Group Update

The Business Development Specialist advised that no applications had been received and no meetings had occurred.

7. New Business

Moved by: Mark Iacovetta

Seconded by: Omar Saer

1. That the Main Street District Business Improvement Area Board of Management approve the annual fees associated with the domain names be approved.

Carried

Moved by: Omar Saer
 Seconded by: Mark Iacovetta

1. That the Main Street District Business Improvement Area Board of Management approve the reimbursement of \$50 to Glenn Wilson regarding Main Street Bucks that have been redeemed.

Carried

8. Closed Session

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

9. Adjournment

Moved by: Omar Saer
 Seconded by: Debbie Hill

1. That the meeting be adjourned at 9:01 PM.

Carried

Tom Hempen, Chair

Date