



**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 Hemen, 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 Hemen 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**

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Tom Hempen, Chair

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Date