



Town of Newmarket

Minutes

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

Members Present: Tom Hempen, Chair
Allan Cockburn, Vice Chair
Councillor Kwapis
Councillor Twinney
Rob Clark
Debbie Hill
Mark Iacovetta (8:00 AM - 9:37 AM)
Jennifer McLachlan
Omar Saer
Ken Sparks

Staff Present: C. Service, Director of Recreation & Culture
E. Bryan, Business Development Specialist
J. Grossi, Legislative Coordinator

The meeting was called to order at 8:00 AM.
Tom Hempen in the Chair.

1. Additions and Corrections to the Agenda

Tom Hempen advised of the following addition to the agenda:

- Item 3.1: Presentation by the Director of Recreation and Culture regarding the Pedestrianization of Main Street

Moved by: Councillor Kwapis

Seconded by: Rob Clark

1. That the addition to the agenda be approved.

Carried

2. Declarations of Pecuniary Interest

None.

3. Presentations & Recognitions

3.1 Pedestrianization of Main Street for 2020 York Pride and Buskerfest Events

The Director of Recreation and Culture provided a verbal presentation to the Main Street District Business Improvement Area Board of Management regarding the closure of Main Street for the 2020 York Pride Festival and Buskerfest event. He requested feedback from the Members regarding the possibility of closing Main Street on Friday June 19, 2020 and Saturday June 20, 2020 for the York Pride Festival, and including an on-street concert during the street closure. He also advised that the 2020 Buskerfest event was increased to three days and asked the Members for their feedback on possible locations for the event.

The Members discussed concerns that some businesses have expressed regarding closing Main Street for the events and the impact that the closure has on businesses, as well as the increased foot traffic on the street during events. They provided feedback to Staff regarding the placement of buskers during the Buskerfest event and expressed concern with the communication to business owners regarding the closures in previous years.

Moved by: Allan Cockburn

Seconded by: Jennifer McLachlan

1. That the Newmarket Farmers Market be invited to a future Main Street Business Improvement Area Board of Management Meeting to discuss summer events and road closures during the 2020 season.

Carried

Moved by: Councillor Twinney

Seconded by: Jennifer McLachlan

1. That the Main Street District Business Improvement Area Board of Management support the concert on Friday June 19, 2020 on York Pride weekend with a location to be determined; and,
2. That the Board of Management request feedback from the general membership regarding the location of the concert and the potential of closing Main Street for this event.

Carried

4. Deputations

4.1 AIIM Digital

Liam Kearney of AIIM Digital provided a deputation regarding the print and web services that AIIM offers business owners. He asked the Members of the Main Street District Business Improvement Area Board of Management for feedback on the products and the potential use by businesses on Main Street.

Moved by: Allan Cockburn

Seconded by: Omar Saer

1. That the deputation provided by Liam Kearney of AIIM Digital be received.

Carried

4.2 Community Living Ontario - Ready, Willing and Able

Jackie Moore of Ready, Willing and Able provided a deputation regarding the job services offered to assist business with building an inclusive labour force.

Moved by: Councillor Twinney

Seconded by: Councillor Kwapis

1. That the deputation be provided an additional five minutes.

Carried

Moved by: Omar Saer

Seconded by: Allan Cockburn

1. That the deputation provided by Jackie Moore of Ready, Willing and Able be received.

Carried

5. Approval of Minutes

5.1 Main Street District Business Improvement Area Board of Management Meeting Minutes of January 15, 2020

Moved by: Omar Saer

Seconded by: Jennifer McLachlan

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

Carried

6. Items

6.1 2020 Deputation Funding

Tom Hempen advised that the sub-committee heard eight presentations at their first bi-annual sponsorship & advertising meeting on February 11,

2020; the total ask of all presenters was \$14,000. The Members discussed setting a budget and allocating the funds at the March meeting.

The Members discussed the 2020 Coldest Night of the Year event by Inn From the Cold and advised that sponsorship options would be distributed to the general membership for their consideration.

6.2 Strategic Priority Scheduling

The Business Development Specialist advised that the required insurance has been secured from Rhapsody Strategies. The Members asked Staff to schedule the first half day session on March 11, 2020.

6.3 Sub-Committee Reports

6.3.1 Street Events Update

Ken Sparks advised that there was a sub-committee meeting scheduled in March and an update would be provided to the Members following this meeting.

Tom Hempen advised that a new vendor for the stage and music for Canada Day was required for 2020.

6.3.2 Advertising Update

No update was provided on this item.

6.3.3 Strategic Priority Update

No update was provided on this item.

6.4 Garbage Update

No update was provided on this item.

6.5 Parking Update

No update was provided on this item.

6.6 Staff Update

6.6.1 Financial Update

No update was provided on this item.

6.6.2 Financial Incentive Program Staff Working Group Update

No update was provided on this item.

7. New Business

None.

8. Closed Session (if required)

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

9. Adjournment

Moved by: Mark Iacovetta

Seconded by: Debbie Hill

1. That the meeting be adjourned at 9:50 AM.

Carried

Tom Hempen, Chair

Date