



Town of Newmarket  
**MINUTES**

**MAIN STREET DISTRICT  
BUSINESS IMPROVEMENT  
AREA**

Tuesday, June 16, 2015 at 7:30 PM  
Community Centre - 200 Doug Duncan Drive  
- Hall #2

The meeting of the Main Street District Business Improvement Area was held on Tuesday, June 16, 2015 in Community Centre - 200 Doug Duncan Drive - Hall #2, 395 Mulock Drive, Newmarket.

Members Present: Councillor Sponga (7:45 to 10:06 p.m.)  
Glenn Wilson, Chair  
Elizabeth Buslovich  
Anne Martin  
Olga Paiva  
Carmina Pereira  
Jackie Playter  
Rory Rodrigo  
Siegfried Wall

Staff Present: Chris Kallio, Economic Development Officer  
Chrisanne Finnerty, Council/Committee Coordinator

Guests: Mr. David Robinson, Newmarket Jazz Festival  
Ms. Sher St. Kitts, Newmarket Jazz Festival  
Elizabeth Hempen

The meeting was called to order at 7:36 p.m.

Glenn Wilson in the Chair.

**Additions and Corrections to the Agenda**

None.

**Declarations of Pecuniary Interest**

None.

## **Approval of Minutes**

1. [Main Street District Business Improvement Area Board of Management Minutes of May 19, 2015.](#)

Moved by: Jackie Playter  
Seconded by: Olga Paiva

THAT the Main Street District Business Improvement Area Board of Management Minutes of May 19, 2015 be approved.

### **Carried**

2. [Receipt of Marketing Sub-committee Meeting Minutes.](#)

Discussion ensued regarding the advertising expense associated with the Canada Day advertisement and justification for the expenditure.

Moved by: Jackie Playter  
Seconded by: Rory Rodrigo

THAT the Marketing Sub-committee Meeting Minutes of June 10, 2015 be received.

### **Carried**

3. Item 1 of the Marketing Sub-committee Meeting Minutes being Canada Day Advertising.

Moved by: Olga Paiva  
Seconded by: Elizabeth Buslovich

THAT the BIA Board of Management approve an expense of \$2,904.10 for Canada Day advertising in the Era.

### **Carried**

## Presentation

3. Mr. David Robinson, Director and Ms. Sher St. Kitts, General Manager, Newmarket Jazz Festival addressed the Committee with a verbal presentation regarding the Newmarket Jazz Festival. Mr. Robinson summarized ticket prices and early bird incentives, advertising methods, partnership opportunities and performers. Ms. St. Kitts requested the Board's support to increase attendance on Friday evening and advised that this year's event will have a 'Chill Lounge' catered to the teen age group each night and a kids area during the day. She further advised of advertising and sponsorship opportunities for the BIA. Discussion ensued regarding the main gate location, opportunities for the BIA to promote Main Street, including art installations and vendors. Discussion of alternative treatments for Main Street during the festival was referred to the Marketing Subcommittee.

Moved by: Siegfried Wall  
Seconded by: Carmina Pereira

THAT the presentation by Mr. David Robinson, Director and Ms. Sher St. Kitts, General Manager, Newmarket Jazz Festival be received.

**Carried**

## Financial Report

4. [Verbal Financial Update Report.](#)

The Economic Development Officer provided a verbal financial update and advised that the current account balance is approximately \$21,640.00, which is not inclusive to Canada Day advertising expenses.

Moved by: Rory Rodrigo  
Seconded by: Elizabeth Buslovich

THAT the verbal financial update by the Economic Development Officer be received.

**Carried**

## Items

### 5. [Canada Day Festivities Update.](#)

Elizabeth Buslovich provided a verbal update regarding the Canada Day festivities, including plans for the kids zone, music, and stage tents. Discussion ensued regarding street closures, paid duty Police Officers and police presence at the event, including regular street patrols and the BIA food drive at the festival.

Moved by: Elizabeth Buslovich

Seconded by: Olga Paiva

THAT the verbal update regarding Canada Day festivities be received.

## **Carried**

### 6. [Car Show Event - June 27, 2015 Update.](#)

Olga Paiva provided a verbal update regarding the Car Show Event. Discussion ensued regarding the feasibility of advertising on the electronic sign at Riverwalk Commons.

## New Business

- a) The Chair introduced Ms. Elizabeth Hempen and advised that she has some concerns related to noise from Main Street businesses, particularly the bars. Discussion ensued regarding complaint filing and enforcement mechanisms.
- b) Ms. Elizabeth Hempen advised that the Newmarket Public Library parking lot has been incorrectly identified as Market Square. Councillor Sponga advised that there may be an opportunity to rename a parking lot in honour of a local resident should there be support for such an initiative.
- c) Councillor Sponga advised that the Newmarket Downtown Parking Task Force met to discuss wayfinding signage. Funds have been allocated to the project, however it is currently on hold pending discussion by the BIA Board on the matter. The Newmarket Downtown Parking Task Force will be meeting again on June 24, 2015 to discuss the matter. Discussion ensued regarding wayfinding signage, parking limitations on Main Street, dissolution of the Newmarket Downtown Parking Task Force and options for reviewing the signage options. It was determined that a Special BIA meeting would be held in order to review the Wayfinding Signage Report in advance of the next Newmarket Downtown Parking Task Force meeting.

- d) Councillor Sponga provided a verbal update regarding the proposed Clocktower development. Discussion ensued regarding parking allocations, business rentals and the condition of the site.

### **Closed Session**

The Chair advised that there was no requirement for a Closed Session.

### **Adjournment**

Moved by: Rory Rodrigo  
Seconded by: Councillor Sponga

THAT the meeting adjourn.

### **Carried**

There being no further business, the meeting adjourned at 10:06 p.m.

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Date

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Glenn Wilson, Chair