



Town of Newmarket How to attend an Electronic Advisory Committee or Board Meeting

As all Town facilities remain closed to the public, members of the public can attend an electronic Advisory Committee or Board Meeting by joining through ZOOM.

These instructions are for the public and not Committee or Board Members. **The public will join in “listen only” mode (as an “Attendee”).**

Meeting: Newmarket Business Improvement Area (BIA)
Date: Wednesday, September 16, 2020 at 8:30 AM
Location: Electronic VIA ZOOM Meeting

How to Join the Meeting by laptop, tablet, iPad, phone or computer:

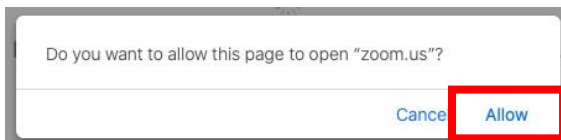
1

Click the link to the ZOOM Meeting below:

<https://townofnewmarket.zoom.us/j/92575513145?pwd=RWNraXZNTHpQK2RLSmhKQnM4VEc0UT09>

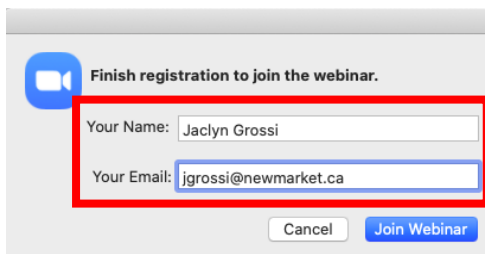
2

The link will open in your browser and the following pop-up will appear, click “Allow”



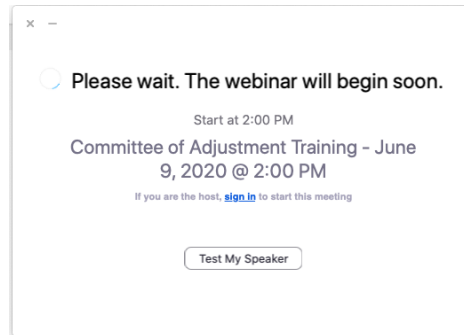
3

Type your First and Last name into the “Your Name” field and type your email into the “Your Email” field. Then click “Join Webinar”.



4

The following pop-up window will appear, and you will join the meeting when it begins.



Reminder – you will only be able to listen and view the meeting, your camera and audio will not be on.

5

When the meeting begins you will be able to see the Committee or Board Members and Staff who are attending the meeting.

How to Join the Meeting by telephone:

1

Dial one of the numbers below:

647 374 4685 or
647 558 0588

2

Follow the telephone prompts and input the following information:

Meeting ID: 925 7551 3145 followed by #

There is no Participant ID, just press #

Passcode: 709082 followed by #

You will be placed in a “waiting room” until the meeting begins

3

Once the meeting begins, the telephone operator will advise that you have joined as an attendee and that you will be muted throughout the meeting.

Technical Tips

- ✓ **You will be attending the meeting in “listen only mode” (i.e., without your video or audio on)**
- ✓ If you cannot connect, check your internet connection by going to another website (such as www.newmarket.ca) - If the internet is not working on other sites, you may need to reboot your device or modem



If your screen freezes, try to refresh or you may need to disconnect from the meeting and then reconnect using the link above

- ✓ If you get disconnected, rejoin the meeting using the link above



Town of Newmarket Agenda

Main Street District Business Improvement Area Board of Management

Date: Wednesday, September 16, 2020
Time: 8:30 AM
Location: Electronic VIA ZOOM
See How to Login Guide

Pages

1. Notice

At this time, the Municipal Offices remain closed to the public. This meeting will be available VIA ZOOM Meeting at newmarket.ca/meetings.

2. Additions and Corrections to the Agenda

3. Conflict of Interest Declarations

4. Presentations & Recognitions

5. Deputations

6. Approval of Minutes

- | | | |
|-----|---|----|
| 6.1 | Main Street District Business Improvement Area Board of Management Meeting Minutes of February 19, 2020 | 1 |
| 6.2 | Main Street District Business Improvement Area Board of Management Special Meeting Minutes of June 2, 2020 | 7 |
| | Note: This meeting dealt with the expanded patio program. | |
| 6.3 | Main Street District Business Improvement Area Board of Management Special Meeting Minutes of June 12, 2020 | 11 |
| | Note: This meeting dealt with the expanded patio program. | |
| 6.4 | Main Street District Business Improvement Area Board of Management Special Meeting Minutes of June 23, 2020 | 15 |

Note: This meeting dealt with the 2021 budget and advertising during the pandemic.

7. Items

7.1 Enhanced 2020 Patio Program Discussion

Note: The Main Street Business Improvement Area Board of Management will be asked to provide a recommendation regarding the 2021 patio program in the Town of Newmarket.

7.2 BIA Strategy Planning

7.3 BIA Annual General meeting and BIA Budget Report to Council

7.4 COVID-19 Marketing & Advertising Sub-Committee Update

Note: The COVID-19 Marketing and Advertising sub-committee is composed of Tom Hempen, Rob Clark, Ken Sparks and Omar Saer.

7.5 Garbage Update

7.6 Parking Update

7.7 Staff Update

7.7.1 Financial Update

7.7.2 Financial Incentive Program Staff Working Group Update

8. New Business

9. Closed Session (if required)

10. Adjournment



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



Town of Newmarket

Minutes (Special Meeting)

Main Street District Business Improvement Area Board of Management

Date: Tuesday, June 2, 2020
 Time: 10:00 AM
 Location: Electronic VIA ZOOM
[See How to Join Meeting Details](#)

Members Present: Tom Hempen, Chair
 Allan Cockburn, Vice Chair
 Councillor Kwapis
 Councillor Twinney
 Rob Clark
 Debbie Hill
 Mark Iacovetta
 Jennifer McLachlan
 Omar Saer
 Ken Sparks

Staff Present: C. Kallio, Economic Development Officer
 F. Scott, Manager of Regulatory Services
 E. Hawkins, Business Development Specialist
 A. Walkom, Legislative Coordinator
 J. Grossi, Legislative Coordinator

Others Present Mayor Taylor
 Anne Robins, Robins IDA Pharmacy
 Janet Walker, Made in Mexico
 Grant Buckley, Ground Burger Bar

The meeting was called to order at 10:20 AM.
 Tom Hempen in the Chair.

1. Additions and Corrections to the Agenda

None.

2. Conflict of Interest Declarations

None.

3. Presentations & Recognitions

3.1 Patio Program

Mayor Taylor provided an introduction to the presentation regarding the Town of Newmarket Patio Program.

The Business Development Specialist outlined the purpose of the presentation which included seeking the BIA's input regarding an expanded patio and sidewalk occupancy program in the Main Street District Business Improvement Area, obtaining a decision from the Board of Management regarding moving forward with an expanded sidewalk occupancy program, and the opportunity to examine preliminary funding mechanisms. She further explained some of the parking and accessibility considerations that had been discussed by Staff and the business community, and the types of businesses that this potential program could support.

The Manager of Regulatory Services provided an overview of the regulation changes and requirements from the Alcohol and Gaming Commission of Ontario (AGCO) regarding outdoor patios, and how the COVID-19 public health recommendations would be adhered to.

The Members of the Main Street District Business Improvement Area Board of Management queried Staff on the potential fees for a patio program, traffic mitigation options for Main Street, and cost-sharing options for additional resources required.

Staff further clarified that there would be no licensing fees for this program due to the current pandemic.

Moved by: Omar Saer

Seconded by: Councillor Kwapis

1. That the presentation provided by the Business Development Specialist and Manager of Regulatory Services regarding the Patio Program be received.

Carried

4. Deputations

- Anne Robins of Robins IDA Pharmacy provided a remote deputation which expressed her support for not closing Main Street to traffic this summer, and requested additional information.
- Janet Walker of Made in Mexico provided a remote deputation which expressed her support for the proposed Patio Program and asked for further clarification regarding the required hours of operations for patios in the Town of Newmarket.
- Grant Buckley of Ground Burger Bar provided a remote deputation regarding the potential for grants for BIA Members in the Town of Newmarket. He advised that the Town of Georgina had launched a non-refundable grant program for small businesses, and waived 2020 BIA fees.

The Members of the Main Street District Business Improvement Area Board of Management advised that the 2020 budget would be reviewed and ideas to assist businesses would be shared at a future meeting.

Moved by: Ken Sparks

Seconded by: Jennifer McLachlan

1. That the remote deputations provided by Anne Robins, Janet Walker, and Grant Buckley be received.

Carried

5. Adjournment

Moved by: Rob Clark

Seconded by: Councillor Twinney

1. That the meeting be adjourned at 11:24 AM.

Carried

Tom Hempen, Chair

Date



Town of Newmarket
Minutes (Special Meeting)
Main Street District Business Improvement Area
Board of Management

Date: Friday, June 12, 2020
 Time: 9:30 AM
 Location: Electronic VIA ZOOM
 See How to Login Guide

Members Present: Tom Hempen, Chair
 Allan Cockburn, Vice Chair
 Councillor Twinney
 Debbie Hill
 Mark Iacovetta
 Jennifer McLachlan
 Ken Sparks

Members Absent: Councillor Kwapis
 Rob Clark
 Omar Saer

Staff Present: C. Kallio, Economic Development Officer
 E. Hawkins, Business Development Specialist
 A. Walkom, Legislative Coordinator
 J. Grossi, Legislative Coordinator

Others Present Mayor Taylor

The meeting was called to order at 9:30 AM.
 Tom Hempen in the Chair.

1. Additions and Corrections to the Agenda

None.

2. Conflict of Interest Declarations

None.

3. Items

3.1 Sidewalk Occupancy Program Update

The Business Development Specialist provided a presentation regarding the Sidewalk Occupancy Program Update which included a brief overview of the survey results collected from the Main Street business owners. She noted that more than half of the respondents would not use the patio program, and over 75% of the respondents were in favour of the program, while the additional comments related to parking, street closures, and by-law enforcement.

She outlined the Alcohol and Gaming Commission of Ontario (AGCO) requirements for outdoor patios during the COVID-19 pandemic, and advised that Staff were working to have this program prepared by the time the Province allows the Town of Newmarket to advance into stage 2 of the reopening plan. She concluded the presentation with next steps, and asked the Main Street District Business Improvement Area Board of Management to share any ideas regarding the program.

The Members of the Main Street District Business Improvement Area Board of Management queried Staff regarding the use of Town of Newmarket signage related to public health measures, and the possibility of opening Town owned facilities throughout the summer.

Moved by: Jennifer McLachlan

Seconded by: Ken Sparks

1. That the presentation provided by the Business Development Specialist regarding the Sidewalk Occupancy Program Update be received.

Carried

4. Adjournment

Moved by: Councillor Twinney

Seconded by: Allan Cockburn

1. That the meeting be adjourned at 10:07 AM.

Carried

Tom Hempen, Chair

Date



Town of Newmarket

Minutes (Special Meeting)

Main Street District Business Improvement Area Board of Management

Date: Tuesday, June 23, 2020
 Time: 9:30 AM
 Location: Electronic VIA ZOOM
 See How to Login Guide

Members Present: Tom Hempen, Chair
 Allan Cockburn, Vice Chair
 Councillor Kwapis
 Rob Clark
 Debbie Hill
 Mark Iacovetta
 Jennifer McLachlan (9:46 AM - 10:13 AM)
 Omar Saer
 Ken Sparks

Members Absent: Councillor Twinney

Staff Present: M. Mayes, Director of Financial Services/Treasurer
 C. Kallio, Economic Development Officer
 E. Hawkins, Business Development Specialist
 A. Walkom, Legislative Coordinator
 J. Grossi, Legislative Coordinator

The meeting was called to order at 9:30 AM.
 Tom Hempen in the Chair.

1. Additions and Corrections to the Agenda

None.

2. Conflict of Interest Declarations

None.

3. Items

3.1 2021 Budget Discussion

The Director of Financial Services/Treasurer provided an overview of the 2019 audited financial statements of the Main Street Business Improvement Area. He advised that there was a surplus of approximately \$17,000 and the current reserve total is approximately \$38,000. He requested that the BIA presented their draft 2021 budget to Council in the fall, prior to the Financial Services Staff presenting the final Town of Newmarket 2021 budget for approval.

Moved by: Omar Saer

Seconded by: Ken Sparks

1. That the 2021 Budget Discussion Update provided by the Director of Financial Services/Treasurer be received.

Carried

3.2 Advertising & Marketing

The Main Street District Business Improvement Area Board of Management discussed opportunities to support businesses on Main Street during the COVID-19 pandemic and the reopening stages. They suggested that a sub-committee be formed to identify what types of advertising and marketing would be of assistance to the businesses. The Members queried Staff regarding the strategic plan process due to COVID-19, and the next steps related to Membership outreach.

Moved by: Omar Saer

Seconded by: Councillor Kwapis

1. That the Main Street District Business Improvement Area Board of Management form a COVID-19 Marketing and Advertising sub-committee composed of Tom Hempen, Rob Clark, Ken Sparks and Omar Saer; and,

2. That up to \$10,000 be allocated towards the COVID-19 advertising and marketing efforts.

Carried

4. Adjournment

Moved by: Omar Saer

Seconded by: Jennifer McLachlan

1. That the meeting be adjourned at 10:13 AM.

Carried

Tom Hempen, Chair

Date