



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