



## 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, October 21, 2020 at 8:30 AM  
**Location:** Electronic VIA ZOOM Meeting

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

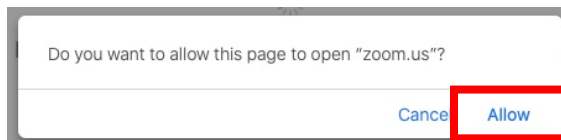
**1**

**Click the link to the ZOOM Meeting below:**

<https://townofnewmarket.zoom.us/j/95601919729?pwd=NW5manEzWHUyT0tqRDNEaXpJOUVldz09>

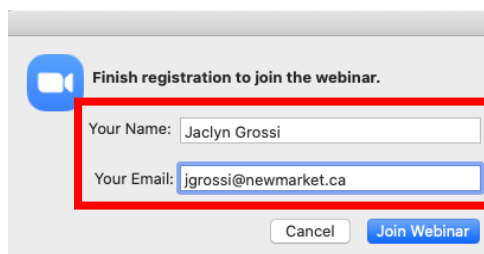
**2**

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



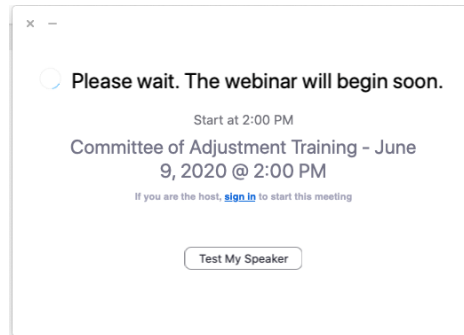
**3**

**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: 956 0191 9729 followed by #

There is no Participant ID, just press #

Passcode: 828280 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](http://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, October 21, 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](http://newmarket.ca/meetings).

### 2. Additions and Corrections to the Agenda

### 3. Conflict of Interest Declarations

### 4. Presentations & Recognitions

### 5. Deputations

#### 5.1. The Inn Team and Construct

1

**Note:** Representatives from Inn From the Cold and Blue Door will be in attendance to provide a deputation on this matter.

1. That the presentation provided by representatives of Inn From the Cold and Blue Door regarding the Inn Team and Construct be received.

#### 5.2. The Digital Main Street Lab

**Note:** Darryl Erentzen will be in attendance to provide a presentation on this matter.

1. That the deputation provided by Darryl Erentzen regarding the Digital Main Street Lab be received.

## 6. Approval of Minutes

- 6.1. Main Street District Business Improvement Area Board of Management Special Meeting Minutes of March 11, 2020 15

**Note:** This meeting dealt with the strategic planning process.

1. That the Main Street District Business Improvement Area Board of Management Special Meeting Minutes of March 11, 2020 be received.

- 6.2. Main Street District Business Improvement Area Board of Management Meeting Minutes of September 16, 2020 17

1. Main Street District Business Improvement Area Board of Management Meeting Minutes of September 16, 2020.

## 7. Items

- 7.1. 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.

- 7.2. Garbage Update

- 7.3. Parking Update

- 7.4. Staff Update

- 7.4.1. Financial Update

- 7.4.2. Financial Incentive Program Staff Working Group Update

- 7.5. Next Meeting Dates

## 8. New Business

## 9. Closed Session (if required)

## 10. Adjournment



Changing our community's perception of  
homelessness, one job at a time.

# Why we are here today.

2

**TO DEVELOP**, encourage and promote the Inn Team and Construct as a resource for the Main Street BIA.

**To ADVANCE** our projects, which will benefit the Main St. Newmarket Business Improvement Area

**TO COOPERATE** with the Main Street BIA.

**TO PROMOTE** matters of common concern and interest to our organizations and property owners in the Main St. Newmarket Business Improvement Area



# A comparison

**The Main Street BIA**

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**Those experiencing homelessness in  
Newmarket**

# The Inn Team



## The Inn Team's purpose is twofold.

**To create an opportunity** for real work experience, income and the sense of fulfillment and purpose that comes from a contributing to one's community.

**To create common understanding** between those experiencing homelessness, and those who are housed in the Newmarket.

# The Problem

5



**The Chronically Homeless** face several barriers to entering the labour market resulting from a lack of recent experience, access to positive references, and unstable living conditions.

# The Solution – How it Works

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- Scheduling
  - 3 days a week
  - Minimum 2- 3 hour shifts
- Coordination
- Training
- Supervision - Team Lead
- Insurance - \$5 million liability
- Equipment

# Success so far

7



**The Inn Team** has been providing nightly cleaning services to Inn From the Cold, creating income opportunities for 11 individuals.

**The Inn Team** has carried out its first community work order for Councilor

**The Inn Team** has been accepted into the Fall 2020 cohort of the Toronto Enterprise Funds Employment Social Enterprise Accelerator

# Construct –

# A Social Enterprise by Blue Door

8



## A Social Enterprise established by Blue Door

Blue Door has operated serving the homeless in York Region for 39 years

## Construct was established

**Established** as a solution to homelessness.

We create an opportunity for individuals facing homelessness to **build skills**, create **connections** and **gain experience** needed to secure employment in the skilled trades. We aim to lift these individuals out of poverty and into opportunity.

# The Problem



An employment social enterprise managed by Blue Door, that fosters labour market attachment for individuals facing barriers to employment in York Region

## DID YOU KNOW?

**\$24**

approximate hourly wage needed to rent a one bedroom apartment in York Region

of contractors in Ontario experienced a shortage of skilled workers in the last year

**62%**

**5.4%**

rate of unemployment in York Region

There is a growing demand for skilled employees in the construction industry and **vulnerable low-income individuals** need low barrier jobs and a higher income to achieve housing stability.

# The Solution – How it Works

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## Provide skills, connections and experience through:

- 8 week hands-on training program
- LiUNA 506 Partnership to help trainees earn:
  - WHMIS Certification
  - Working at Heights Certification
  - Health and Safety training
  - Personal Protective Equipment
- After their in-class training at LiUNA they come to work on real jobs in the community, supervised by our skilled workers



# Success so far

**Construct has** completed ~\$15,000 in work since we launched September 28<sup>th</sup>

**Construct has** quoted over \$60,000 worth of construction and renovation projects in the region

**3 of our 8 participants** have been offered the opportunity to join the Union's pre-apprenticeship program at LiUNA 506

**Construct** has received certification from Buy Social for social procurement

# Our Partners and Funders



LIUNA! LOCAL 506



YMCA GREATER TORONTO



THE HOME DEPOT CANADA  
FOUNDATION



KITCHEN 24



BLUE DOOR



RBC FOUNDATION



TORONTO ENTERPRISE FUND (TEF)



MINISTRY OF LABOUR, TRAINING AND  
SKILLS DEVELOPMENT

This Employment Ontario program is funded  
by the Government of Ontario.

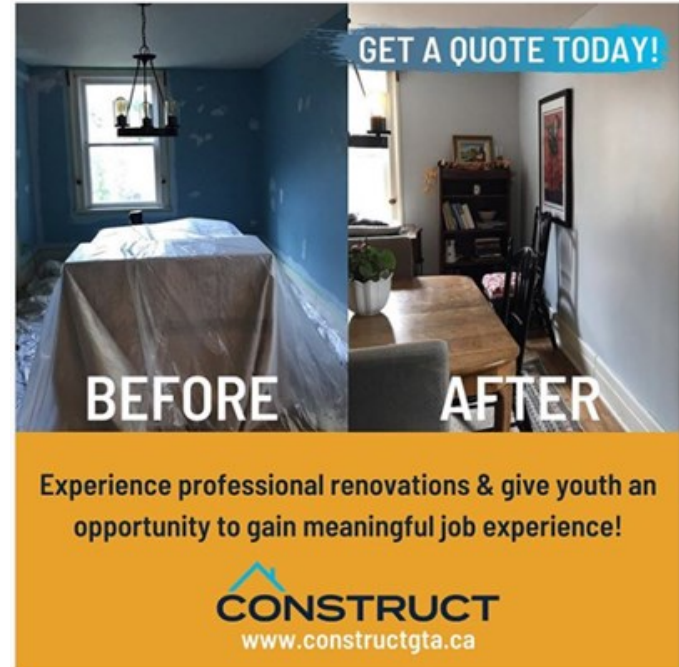
# How the Inn Team and Construct can support the Main Street BIA

**Provide tangible support** from the range of services offered by both of our programs.

**Enable the opportunity** for the BIA community to engage in social procurement.

**Proactively bridge the gap** between those experiencing homelessness, and the BIA community.

# Customer Testimonials – Construct



“My dinning room is ready for #notThanksGiving thanks to the great work by @constructGTA. Thanks to Vince, Scott and all the hard working crew! If you have a project that’s been on the to do list for too long, I hope you’ll consider this \*new\* social enterprise of @bluedoorservices” - Karenmbosworth on Instagram



# Town of Newmarket

## Minutes

### Main Street District Business Improvement Area Board of Management

Date: Wednesday, March 11, 2020

Time: 8:00 AM

Location: Council Chambers  
Municipal Offices  
395 Mulock Drive  
Newmarket, ON L3Y 4X7

Members Present: Tom Hempen, Chair  
Allan Cockburn, Vice Chair  
Councillor Twinney  
Rob Clark  
Debbie Hill  
Mark Iacovetta  
Jennifer McLachlan (8:07 AM - 9:55 AM)  
Ken Sparks

Members Absent: Councillor Kwapis  
Omar Saer

Staff Present: E. Bryan, Business Development Specialist  
J. Grossi, Legislative Coordinator

Others Present Rob Dale, Master Coach, Rhapsody Strategies

The meeting was called to order at 8:07 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 Main Street District Business Improvement Area Board of Management Strategic Priority Development Workshop

Rob Dale, Rhapsody Strategies, provided an introduction to the Main Street District Business Improvement Area Board of Management Strategic Priority Development Workshop and asked the Board Members to provide a brief introduction of themselves. The Members participated in a workshop that helped to identify the positive about Main Street including some of the various events and recreational activities available to residents, and identified several wins experienced over the last year regarding parking, garbage, and the vibrancy on the street.

Rob Dale further explained that many Business Improvement Areas (BIA) express confusion regarding their purpose or mandate, and he assisted in the identification of values and areas of interest for the Main Street BIA specifically. The Board Members discussed potential changes to the election process and the levy to align with these values.

## 4. Adjournment

Moved by: Allan Cockburn

Seconded by: Ken Sparks

1. That the meeting be adjourned at 11:47 AM.

**Carried**

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Tom Hempen, Chair

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Date



# Town of Newmarket

## Minutes

### 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

Members Present: Allan Cockburn, Vice Chair  
 Tom Hempen, Chair (8:44 AM - 9:57 AM)  
 Councillor Kwapis  
 Councillor Twinney  
 Debbie Hill  
 Jennifer McLachlan  
 Ken Sparks

Members Absent: Rob Clark  
 Mark Iacovetta  
 Omar Saer

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

The meeting was called to order at 8:38 AM.  
 Al Cockburn in the Chair.

#### 1. Notice

Al Cockburn advised that the Municipal Offices remain closed to the public. This meeting was available VIA ZOOM at [newmarket.ca/meetings](https://newmarket.ca/meetings).

#### 2. Additions and Corrections to the Agenda

None.

**3. Conflict of Interest Declarations**

None.

**4. Presentations & Recognitions**

None.

**5. Deputations**

None.

**6. Approval of Minutes**

Moved by: Jennifer McLachlan

Seconded by: Councillor Twinney

1. That sub-items 6.1, 6.2, 6.3, and 6.4, being the Main Street District Business Improvement Area Board of Management Minutes of February 19, 2020, June 2, 2020, June 12, 2020 and June 23, 2020 be approved.

**Carried**

**6.1 Main Street District Business Improvement Area Board of Management Meeting Minutes of February 19, 2020**

**6.2 Main Street District Business Improvement Area Board of Management Special Meeting Minutes of June 2, 2020**

**6.3 Main Street District Business Improvement Area Board of Management Special Meeting Minutes of June 12, 2020**

**6.4 Main Street District Business Improvement Area Board of Management Special Meeting Minutes of June 23, 2020**

**7. Items**

**7.1 Enhanced 2020 Patio Program Discussion**

The Economic Development Officer and Business Development Specialist advised that a report would be going to Council in the coming months to extend the Town-Wide Patio Program and that the extension would be reviewed in Q1 2021 again. They advised that all business owners would



be given the opportunity to provide feedback to Staff prior to the report being presented to Council.

## **7.2 BIA Strategy Planning**

The Business Development Specialist reviewed the process for the strategic planning and advised that potential dates for the next three meetings would be circulated to the Board Members.

## **7.3 BIA Annual General meeting and BIA Budget Report to Council**

The Legislative Coordinator reviewed the timeline for the remainder of 2020 with the Board Members and discussed possible dates for the 2020 Annual General Meeting. The Business Development Specialist advised that potential dates would be circulated to the Members.

## **7.4 COVID-19 Marketing & Advertising Sub-Committee Update**

The sub-committee advised that they have not spent any of their budget yet, and will schedule a meeting prior to the next Main Street District Business Improvement Area Board of Management Meeting to provide an update.

## **7.5 Garbage Update**

The Economic Development Officer provided an update on the garbage bins installed and advised that a new locking system is being implemented within the next month to rectify the known issues.

## **7.6 Parking Update**

Councillor Kwapis provided an update on the Downtown Parking Review Staff Report that was presented to Council at the August 24, 2020 Committee of the Whole - Electronic Meeting. The Members queried Staff regarding By-law Enforcement on Main Street.

## **7.7 Staff Update**

### **7.7.1 Financial Update**

The Business Development Specialist provided a financial update to the Board and advised that about \$5,300 had been spent this year to date.

### **7.7.2 Financial Incentive Program Staff Working Group Update**

The Economic Development Officer provided an update on the Financial Incentive Program Staff Working Group and reviewed the

major projects that had been supported. Members queried him regarding the current budget and type of projects that were included in the application.

## **8. New Business**

### **8.1 Councillor Updates**

Councillor Kwapis provided an update on the following matters:

- He advised that the Town of Newmarket By-law Officers have been working with York Regional Police regarding the Homeless population that is congregating at Riverwalk Commons.
- He advised that he presented a Notice of Motion to Committee of the Whole at their September 14, 2020 Meeting regarding Commercial Rooftop Patios and that additional information would be shared after a future Council Meeting.
- He queried the Board of Management on the plans for Halloween this year, to ensure that all business owners were aware of the arrangements. The Members agreed to consult with Town Staff to ensure that this was completed in a safe manner.

Moved by: Tom Hempen

Seconded by: Councillor Twinney

1. That up to \$2000 be allocated toward the Halloween marketing, advertising, and purchasing of treats for the business owners to distribute.

**Carried**

## **9. Closed Session**

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

## **10. Adjournment**

Moved by: Jennifer McLachlan

Seconded by: Councillor Kwapis

1. That the meeting be adjourned at 9:57 AM.

**Carried**

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Al Cockburn, Vice Chair

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Date