



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, November 18, 2020 at 8:30 AM
Location: Electronic VIA ZOOM Meeting

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

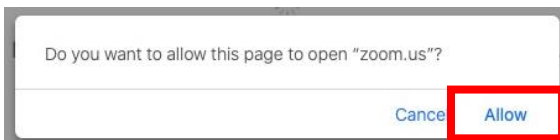
1

Click the link to the ZOOM Meeting below:

<https://townofnewmarket.zoom.us/j/96442231573?pwd=WjRzUWs2dWkvQ1JobmFTUVVWam4xZz09>

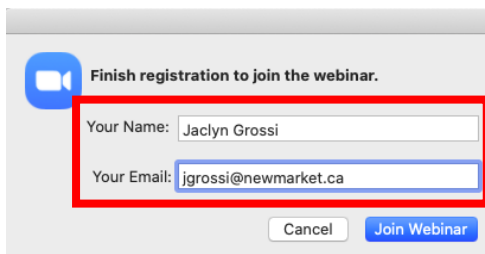
2

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



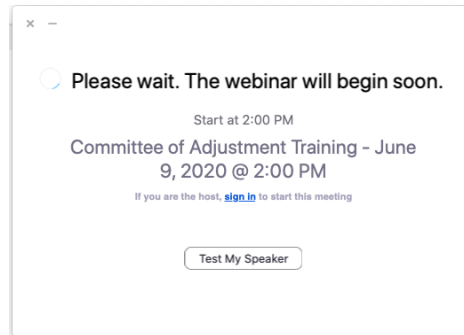
3

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: 964 4223 1573 followed by #

There is no Participant ID, just press #

Passcode: 492926 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, November 18, 2020
Time: 8:30 AM
Location: Electronic VIA ZOOM
See How to Login Guide

Pages

1. Additions and Corrections to the Agenda

2. Conflict of Interest Declarations

3. Presentations & Recognitions

4. Deputations

4.1. Chanukah Community Wide Drive-By Event

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Note: Rabbi Mendy Grossbaum will be in attendance to provide a deputation on this matter.

1. That the deputation provided by Rabbi Mendy Grossbaum regarding Chanukah Community Wide Drive-By Event be received.

5. Approval of Minutes

**5.1. Main Street District Business Improvement Area Board of
Management Meeting Minutes of October 21, 2020**

14

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of October 21, 2020 be approved.

6. Items

6.1. Strategic Priority Update

Note: The Board Members will provide updates on the various action items identified at the Special meeting on Wednesday, November 11, 2020.

6.2. 2021 Budget & Presentation to Council

Note: The final 2021 budget will be approved at the Annual General Meeting on Thursday, November 19, 2020.

6.3. 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.

6.4. Sub-Committee Discussion

20

Note: A list of the current sub-committees and Members has been attached for information.

6.5. Garbage Update

6.6. Parking Update

6.7. Staff Update

6.7.1. Financial Update

6.7.2. Financial Incentive Program Staff Working Group Update

6.7.3. Historical Tour of Main Street partnership with Snapd

Note: The Business Development Specialist will provide an update on this partnership.

6.7.4. Choose Local Campaign

Note: The Business Development Specialist will provide additional information regarding this item.

6.8. Draft 2021 Meeting Schedule

Third Wednesday of the month at 8:30 AM

- January 20th
- February 17th
- March 17th

- April 21st
- May 19th
- June 16th
- July 21st
- August 18th
- September 15th
- October 20th
- November 17th
- December 15th

7. New Business

8. Closed Session (if required)

9. Adjournment















Town of Newmarket

Minutes

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

Members Present: Tom Hempen, Chair (8:52 AM - 10:11 AM)
 Councillor Kwapis
 Councillor Twinney
 Debbie Hill
 Mark Iacovetta
 Jennifer McLachlan
 Ken Sparks

Members Absent: Allan Cockburn, Vice Chair
 Rob Clark
 Omar Saer

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

The meeting was called to order at 8:35 AM.
 Councillor Kwapis in the Chair from 8:35 AM to 8:52 AM.
 Tom Hempen in the Chair from 8:52 AM to 10:11 AM.

1. Notice

Councillor Kwapis advised that all Town facilities were closed to the public, and that members of the public were encouraged to attend an electronic Advisory

Committee or Board Meeting by joining through the ZOOM information provided with the agenda.

2. Additions and Corrections to the Agenda

None.

3. Conflict of Interest Declarations

None.

4. Presentations & Recognitions

None.

5. Deputations

5.1 The Inn Team and Construct

Representatives from Inn From the Cold and Blue Door provided a deputation to the Main Street District Business Improvement Area Board of Management regarding the opportunities available to business owners through their employment social enterprise program.

The Board Members discussed the types of jobs that would be included in the program and advised that they would share the program information with the general membership.

Moved by: Councillor Kwapis

Seconded by: Ken Sparks

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

Carried

5.2 The Digital Main Street Lab

Darryl Erentzen provided a deputation to the Main Street District Business Improvement Area Board of Management regarding the Digital Main Street Lab opportunity for funding. Darryl provided information on the application process and the ability to use these funds towards updating the website.

The Board Members discussed the costs associated, the services that Darryl Erentzen would provide, and reviewed other BIAs who have used this funding for website updates.

Moved by: Councillor Kwapis

Seconded by: Councillor Twinney

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

Carried

Moved by: Jennifer McLachlan

Seconded by: Ken Sparks

1. That the COVID-19 Marketing and Advertising sub-committee discuss this opportunity further with Darryl Erentzen and use the pre-approved budget to fund the application fees.

Carried

6. Approval of Minutes

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

Note: This item was dealt with under item 6.2. See item 6.2 for motion.

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

Moved by: Jennifer McLachlan

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area Board of Management Special Meeting Minutes of March 11, 2020 be approved; and,
2. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of September 16, 2020 be approved.

Carried

7. Items

7.1 COVID-19 Marketing & Advertising Sub-Committee Update

Tom Hempen advised that the COVID-19 Marketing & Advertising sub-committee was hoping to meet again soon and provide some ideas to the Board at a future meeting.

The Business Development Specialist provided information regarding an opportunity with Snapd regarding a historical tour of Main Street using their AR technology. The program would include beacons, marketing and historical videos paid for by the Town of Newmarket, with the option to include local business videos through partnerships. She advised that the Town was looking to partner with the BIA for this project, and was requesting \$5750 to cover the costs of producing 15 videos related to Main Street businesses. The Business Development Specialist advised that these videos could be updated in the future for an additional cost if necessary, but they would never expire in their current form.

The Board Members discussed the partnership with Snapd and the Town of Newmarket, the potential focus of the 15 videos, and the locations of the beacons. They queried Staff regarding the financial commitment from the Town and asked for the opportunity to share email contacts to increase reach.

Moved by: Jennifer McLachlan

Seconded by: Mark Iacovetta

1. That the Main Street District Business Improvement Area Board of Directors approve \$5750 towards the partnership with Snapd and the Town of Newmarket regarding a historical tour of Main Street using AR technology.

Carried

7.2 Garbage Update

Councillor Kwapis encouraged business owners to advise the Town if there are issues with garbage around the in-ground containers and advised that the Town will collect it as quickly as possible.

7.3 Parking Update

Tom Hempen advised that the parking situation on Main Street during Summer 2020 was not reflective of a typical year, and that there were vacant parking spots on Main Street and in surrounding parking lots. He further advised that there was a lot of foot traffic on the street in the Summer months, creating a vibrant atmosphere.

7.4 Staff Update

7.4.1 Financial Update

The Business Development Specialist provided an overview of the current financial statements and advised that the COVID-19 Marketing & Advertising sub-committee had not spent any of their approved budget at this time.

7.4.2 Financial Incentive Program Staff Working Group Update

The Business Development Specialist advised that there were no further updates regarding the Financial Incentive Program Staff Working Group.

7.5 Next Meeting Dates

The Business Development Specialist and the Legislative Coordinator provided an update on the remaining meetings for 2020, including potential Annual General Meeting (AGM) dates. The Board Members provided their availability and asked Staff to schedule the 2020 AGM on Thursday November 19, 2020 at 6:00 PM.

8. New Business

8.1 Holiday Celebrations

Ken Sparks queried the Board Members and Staff regarding the Santa Parade and Candlelight Parade event plans for 2020. Staff advised that the Events team is working on holiday celebration options for 2020 and will provide additional information once it is available.

8.2 Delivery Services

Jennifer McLachlan advised the Board that she was developing a new delivery program for Main Street businesses and that additional information would be distributed by email once available. The Board Members congratulated her and advised that it would be a helpful addition to the street.

9. Closed Session

Tom Hempen advised that there was no requirement for Closed Session.

10. Adjournment

Moved by: Jennifer McLachlan

Seconded by: Debbie Hill

1. That the meeting be adjourned at 10:11 AM.

Carried

Tom Hempen, Chair

Date

2018 – 2022 Main Street District Business Improvement Area Board of Management Sub-Committees

- Street Events
 - Members: Jennifer McLachlan, Ken Sparks, Tom Hempen & Debbie Hill
- Advertising Update
 - Members: Jennifer McLachlan, Omar Saer & Rob Clark
- Strategic Priority Update
 - Members: Rob Clark, Al Cockburn & Mark Iacovetta
- COVID-19 Marketing & Advertising
 - Members: Tom Hempen, Rob Clark, Ken Sparks and Omar Saer.