



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) Annual General Meeting

Date: Thursday, November 19, 2020 at 6:00 PM

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

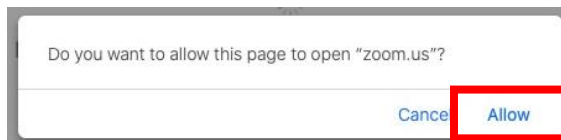
1

Click the link to the ZOOM Meeting below:

<https://townofnewmarket.zoom.us/j/99255776430?pwd=Y05taDMyNjF5SHliODdPZkQbUY0UT09>

2

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



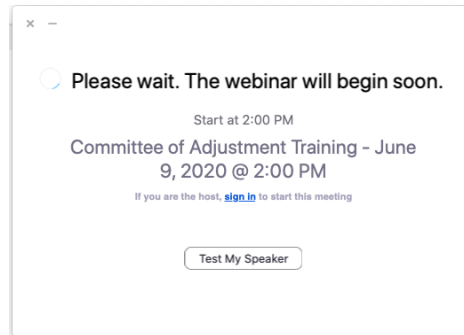
3

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

A screenshot of the Zoom registration form. It has a title "Finish registration to join the webinar." and two input fields: "Your Name:" with the value "Jaclyn Grossi" and "Your Email:" with the value "jgrossi@newmarket.ca". Both fields are highlighted with a red rectangle. At the bottom are "Cancel" and "Join Webinar" buttons.

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: 992 5577 6430 followed by #

There is no Participant ID, just press #

Passcode: 777970 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: Thursday, November 19, 2020
Time: 6:00 PM
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 2019 Annual General Meeting Minutes of November 5, 2019

1

1. That the Main Street District Business Improvement Area 2019 Annual General Meeting Minutes of November 5, 2019 be approved.

7. Items

7.1. 2019 Financial Statements

9

1. That the Main Street District Business Improvement Area Board of Management financial statements for the year ended 2019 be approved.

7.2. 2020 Year in Review

Note: Tom Hempen, Chair, will provide a verbal update on this item.

*7.3. 2021 Budget 19

1. That the 2021 Main Street District Business Improvement Area budget be approved.

*7.4. Strategic Priority Update 21

*7.5. Financial Incentive Program Staff Working Group Update

Note: Elizabeth Hawkins, Business Development Specialist, will be in attendance to provide an update on this matter.

8. New Business

9. Adjournment



Town of Newmarket

Minutes

Main Street District Business Improvement Area Board of Management

Date: Tuesday, November 5, 2019
 Time: 7:30 PM
 Location: Community Centre - Hall #2
 200 Doug Duncan Drive
 Newmarket, ON L3Y 3Y9

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

BIA Board Members Absent: Rob Clark

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

Guests: Leona Brown
 Georgette Dunn
 Maddie Graves
 Karen Henderson
 P. Ingram
 Anne Martin
 Olga Paiva
 Carmine Pereire
 Anne Robins
 Wendy Tsui

The meeting was called to order at 7:31 PM.
 Tom Hempen in the Chair.

1. Additions and Corrections to the Agenda

The Legislative Coordinator advised of the following addition to the agenda:

- Item 4.1 being a deputation provided by Olga Paiva regarding In-ground Waste Containers for Commercial Waste on Main Street.

Moved by: Jane Twinney

Seconded by: Councillor Kwapis

1. That the addition to the agenda be approved.

Carried

2. Declarations of Pecuniary Interest

None.

3. Presentations & Recognitions

None.

4. Deputations

4.1 In-ground Waste Containers for Commercial Waste on Main Street

Olga Paiva provided a deputation regarding the in-ground waste container pilot project and expressed concerns.

Moved by: Jane Twinney

Seconded by: Councillor Kwapis

1. That the deputation provided by Olga Paiva regarding the In-ground Waste Containers for Commercial Waste on Main Street be received.

Carried

5. Approval of Minutes

5.1 Main Street District Business Improvement Area 2018 Annual General Meeting Minutes of November 20, 2018

Moved by: Councillor Kwapis

Seconded by: Omar Saer

1. That the Main Street District Business Improvement Area 2018 Annual General Meeting Minutes of November 20, 2018 be approved.

Carried

5.2 Main Street District Business Improvement Area General Membership Meeting Minutes of March 27, 2019

Moved by: Jennifer McLachlan

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area General Membership Meeting Minutes of March 27, 2019 be approved.

Carried

6. Items

6.1 2018 Financial Statements

The Business Development Specialist provided an overview of the Main Street District Business Improvement Area's financial statements for 2018.

Moved by: Allan Cockburn

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area Board of Management financial statements for the year ended 2018 be approved.

Carried

6.2 2019 Year in Review

Tom Hempen provided an overview of the events held by the BIA and upcoming events in 2019. He advised that standard operating procedures (SOPs) were being developed to assist with future events and would be continually improved.

Tom Hempen advised that a parking and garbage task force had been developed with the Town of Newmarket to address short-term and long-term solutions for these issues on Main Street. He also advised that additional parking enforcement occurred in the downtown area this year and would continue.

The Economic Development Officer advised that a request for proposal (RFP) has been issued by the Town of Newmarket regarding a consultant to conduct a town-wide garbage study and develop a long-term solution. This consultant will be seeking advice from the BIA throughout the process. Councillor Kwapis discussed the garbage issue on Main Street during festivities and organized events, and the garbage issue regarding residential units on Main Streets. He advised that these issues would be included in the town-wide garbage study.

6.3 2020 Budget

Tom Hempen provided an overview of the 2019 budget and the proposed 2020 budget composed of the following categories, totaling \$30,000:

- Stationary/Office \$500
- Miscellaneous \$500
- Promotion \$8,000
- Advertising \$21,000

Moved by: Jennifer McLachlan

Seconded by: Olga Paiva

1. That the 2020 Main Street District Business Improvement Area budget be approved.

Carried

6.4 Strategic Priorities

Tom Hempen outlined the strategic plan process and advised that a request for proposal (RFP) was circulated and submissions would be reviewed at the November 20, 2019 meeting.

7. New Business

7.1 Traffic Mitigation on Main Street

Al Cockburn expressed concern with the traffic on Main Street and advised that the speed limit is not being enforced, and expressed interest in traffic mitigation options such as speed bumps or making it pedestrian only. Councillor Twinney further discussed the options for traffic mitigation and the policies related to traffic studies prior to the installation of these measures.

7.2 Holiday Party Update

Tom Hempen provided an update regarding the Holiday Party and advised that catering had been booked with the Olde Village Free House. The Members discussed entertainment options for the party and the price of tickets for the event.

Moved by: Jennifer McLachlan

Seconded by: Mark Iacovetta

1. That the Main Street District Business Improvement Area set the price of the Holiday Party tickets at \$50 each, being the same as 2018.

Carried

7.3 Deputation Funding Requests

The Main Street District Business Improvement Area discussed the funding of community organizations and events that attend Board meetings and provide deputations. They discussed various options to streamline the process including annual or semi-annual dedicated meetings to hear from all community organizations, or allowing the events sub-committee to hear the proposals and bring recommendations to the Board. They also discussed the possibility of allocating a specific amount of money annually towards these requests to ensure a fair process. The Board of Directors advised that the options would be further discussed at their next regular meeting.

7.4 Question and Answer Opportunity

- The general membership discussed the garbage issue on Main Street and Councillor Kwapis advised that additional information would be provided on a long-term solution once a consultant had been hired to conduct the strategy.
- The general membership discussed store front and window decorations for the holidays and asked for everyone to participate before the annual Santa Parade. Tom Hempen advised that he would send an email to remind everyone to decorate their stores.
- Ken Sparks provided an update on the Tree Lighting Ceremony and Candle Light Parade, and advised that the Citizen's Band would be in attendance, the Choir would attend, and the candles had been purchased.
- Pedestrianization of Main Street was discussed and Tom Hempen advised that it would be explored throughout their strategic plan process. Additional information would be provided when available.
- Olga Paiva & Carmina Pereira queried Staff regarding the parking signage in the ground Burger Bar parking lot and expressed interest in having it removed. The Business Development Specialist advised that it was installed for the Farmers Market but that additional information could be received by Staff and provided to the membership.
- The general membership discussed options to track the success of businesses on the street beyond statistics regarding foot traffic.

8. Adjournment

Moved by: Jennifer McLachlan

Seconded by: Councillor Kwapis

1. That the meeting be adjourned at 8:59 PM.

Tom Hempen, Chair

Date

Financial statements of
Town of Newmarket
Main Street District BIA

December 31, 2019

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Independent Auditor's Report

To the Members of Council of
The Corporation of the Town of Newmarket

Report on the Audit of the Financial Statements

Opinion

We have audited the financial statements of Town of Newmarket Main Street District BIA (the "BIA"), which comprise the statement of financial position as at December 31, 2019, and the statements of operations and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies (collectively referred to as the "financial statements").

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the BIA as at December 31, 2019, and the results of its operations and its cash flows for the year then ended in accordance with Canadian public sector accounting standards.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards ("Canadian GAAS"). Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the BIA in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of Management and those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian public sector accounting standards, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the BIA's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the BIA or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the BIA's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian GAAS will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian GAAS, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the BIA's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the BIA's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the BIA to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

The signature "Deloitte LLP" is written in a cursive, handwritten style.

Chartered Professional Accountants
Licensed Public Accountants
July 27, 2020

THE CORPORATION OF THE TOWN OF NEWMARKET

Main Street District BIA

Statement of Operations

Year ended December 31, 2019

	2019		2018
	Budget	Actual	(Restated- Note 4)
REVENUES			
Taxation	\$ 30,000	\$ 30,000	\$ 30,000
Events	-	8,178	6,208
Total revenues	30,000	38,178	36,208
EXPENSES			
Promotion and events	9,000	19,568	34,908
Advertising	21,000	1,119	4,866
Total expenses	30,000	20,687	39,774
ANNUAL SURPLUS (DEFICIT)	-	17,491	(3,566)
FUND BALANCE, BEGINNING OF YEAR,	20,914	20,914	24,480
FUND BALANCE, END OF YEAR	\$ 20,914	\$ 38,405	\$ 20,914

The accompanying notes are an integral part of these financial statements.

THE CORPORATION OF THE TOWN OF NEWMARKET

Main Street District BIA

Statement of Financial Position

Year ended December 31, 2019

	<u>2019</u>	<u>2018</u>
		(Restated- Note 4)
ASSET		
Due from the Town of Newmarket	\$ 38,405	\$ 20,914
FUND BALANCE AND NET FINANCIAL ASSETS	\$ 38,405	\$ 20,914

The accompanying notes are an integral part of these financial statements.

THE CORPORATION OF THE TOWN OF NEWMARKET

Main Street District BIA

Statement of Cash Flows

Year ended December 31, 2019

	2019	2018
		(Restated- Note 4)
Cash received from		
Taxation	\$ 30,000	\$ 30,000
Events	8,178	6,208
Transfers (to) from the Town of Newmarket	(17,491)	3,566
	<u>20,687</u>	<u>39,774</u>
Cash paid for		
Promotion and events	19,568	34,908
Advertising	1,119	4,866
	<u>20,687</u>	<u>39,774</u>
Net Change in Cash	-	-
Cash, Beginning of Year	-	-
Cash, End of Year	\$ -	\$ -

The accompanying notes are an integral part of these financial statements.

THE CORPORATION OF THE TOWN OF NEWMARKET

Main Street District BIA

Notes to the Financial Statements

December 31, 2019

1. NATURE OF OPERATIONS

On January 22, 2007 Council, under the authority of section 204 of the Municipal Act, enacted a bylaw to designate the Main Street Business Improvement Area ("BIA"). The primary objective of the BIA is to promote the area as a business, shopping and entertainment area.

2. SIGNIFICANT ACCOUNTING POLICIES

The financial statements of the Town of Newmarket Main Street District BIA are the representation of management prepared in accordance with accounting standards, as recommended by the Public Sector Accounting Board ("PSAB") of the Chartered Professional Accountants of Canada ("CPA Canada") and reflect the following policies:

Revenues and expenses are reported on the accrual basis of accounting. The accrual basis of accounting recognizes revenues as they become available and measurable. Expenses are recognized as they are incurred and measurable as a result of the receipt of goods or services and the creation of a legal obligation to pay.

Taxation revenue is recognized in the calendar year it is raised from ratepayers by the Town.

3. USE OF ESTIMATES

The preparation of financial statements in conforming with Canadian Public Sector Accounting Standards requires management to make estimates and assumptions that affect the reported amounts in the financial statements. Due to the inherent uncertainty in making estimates, actual results could differ from those estimates.

4. PRIOR PERIOD ADJUSTMENT

Management has restated the December 31, 2018 corresponding figures to reflect the identification of expenses related to fiscal year ended December 31, 2018 that were not previously recognized. The 2018 corresponding figures have been restated and the impact is an increase in promotion and events expenses on the statement of operations, and a decrease in Due from the Town of Newmarket on the statement of financial position. This resulted in a cumulative decrease in fund balances of \$1,256 on the statement of financial position and statement of operations. This also resulted in a decrease in cash received from, and cash paid to on the statement of cash flows of \$1,614, respectively. The adjustments for the restatement are summarized below:

Statement of Financial Position

Decrease in Due from the Town of Newmarket, December 31, 2018	(1,256)
Decrease in Fund Balance and Net Financial Assets, December 31, 2018	<u>(1,256)</u>

Statement of Operations

Increase in Events revenue	358
Increase in Promotion and events expense	1,614
Decrease in Annual deficit	(1,256)
Decrease in Fund balance	<u>(1,256)</u>

THE CORPORATION OF THE TOWN OF NEWMARKET**Main Street District BIA****Notes to the Financial Statements**December 31, 2019

5. SUBSEQUENT EVENT

Subsequent to the year-end, on March 11 2020, the World Health Organization characterized the outbreak of a strain of the novel coronavirus ("COVID-19") as a pandemic which has resulted in a series of public health and emergency measures that have been put in place to combat the spread of the virus. The duration and impact of COVID-19 is unknown at this time and it is not possible to reliably estimate the impact that the length and severity of these developments will have on the financial results and condition of the BIA in future periods.

BIA Proposed Budget 2021

BIA Membership Levy -\$30 000

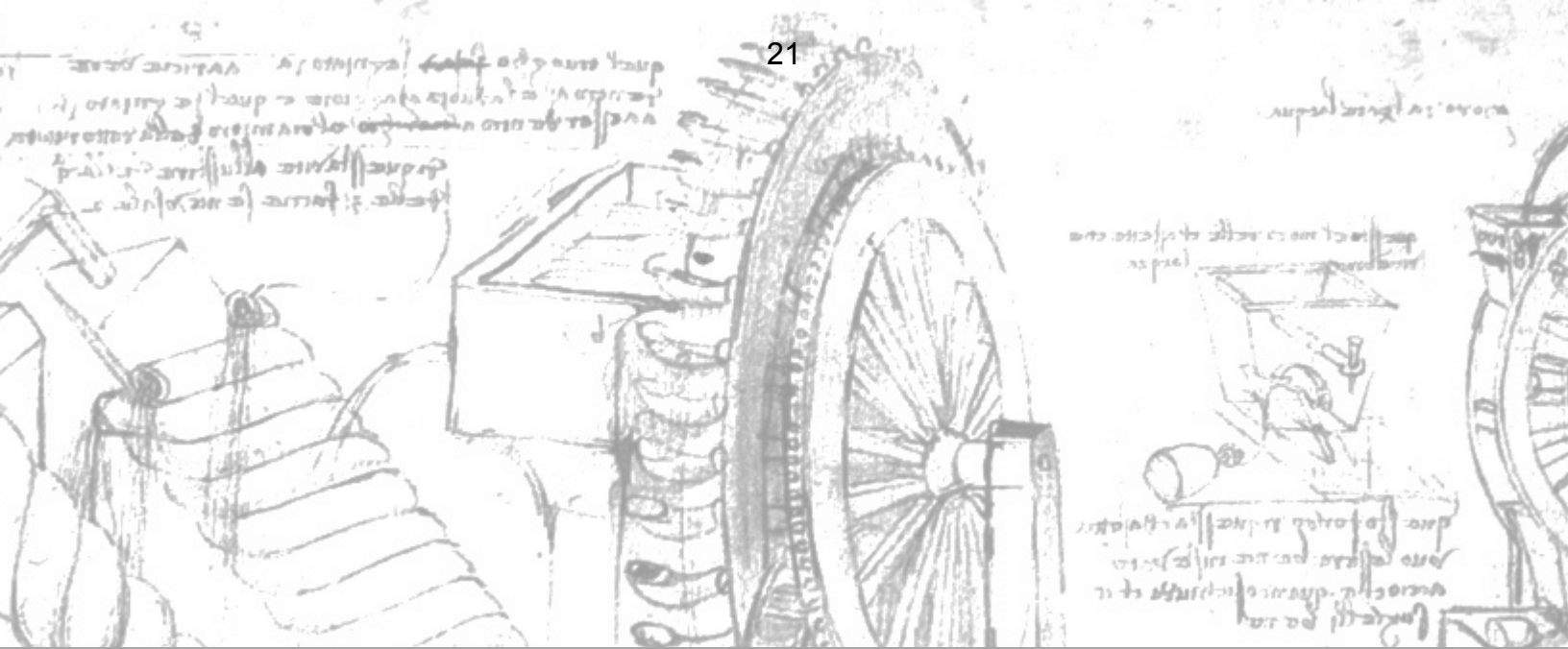
Stationary/Office \$500

Miscellaneous \$500

Promotion \$8000

Advertising \$21 000

Addition of an Emergency Contingency Fund from reserves \$10 000



Main Street Newmarket BIA Strategic Planning

November 12, 2020

Tell Your Epic Story

You know you're meant for more.

Introduction

On March 11, 2020, the Main Street Newmarket BIA Board of Directors met to hold the first of two sessions to map out the key priorities and lay the foundation to develop the next Strategic Plan. Two days later, the Ontario Government announced shutdown measures to address COVID-19.

As a result of the ongoing pandemic, the second session of the Strategic Plan was put on hold. In September, the Board of Directors decided to begin the process of completing the Strategic Plan virtually.

With the guidance of Rob Dale, a facilitator at Rhapsody Strategies, we decided to explore a short-term strategy to assist our members who are coping with a range of COVID-19 related challenges. We held virtual meetings on November 4th & 11th, 2020 to develop a strategy for our membership.

Our Values

Beginning with the March 11, 2020 session, we explored the core values that we felt were important to our membership.

These values are:

- **Neighbourly.** We want our visitors to experience a “neighbour”- type feeling. It's more than just a community, it's a neighbourhood where you can enjoy and experience a sense of family and belonging.
- **Innovative.** We want people to be pleasantly surprised when they visit Main Street. We commit to being creative in how we promote the Street.
- **Diverse / Inclusive.** Main Street isn't just one thing. We have a variety of shops and restaurants serving a wide range of people.
- **Purposeful.** We want to be deliberate in all that we do on Main Street. Rather than just do what we've done before, we want every experience and every decision to have a clear purpose.

Dynamics Shaping the district

While there are some long-term dynamics that must be addressed in a future Strategic Plan, we wanted to focus our attention on some of the dynamics that have been introduced by the COVID-19 pandemic.

We explored a significant number of issues and were able to summarize them into three main areas:

- There are fewer people visiting Main Street right now.
- Most of our members are experiencing a drop in revenue.
- Our visitors have a number of safety concerns related to COVID-19.

Short-term Activities

To be clear, our focus during these sessions was on short-term strategies and tactics. What could we do *right now* to support our membership?

The Board of Directors settled on the following outcomes:

1. Create an online presence that tells the story of our members. Using social media, video, online store, etc., we will create an online experience that celebrates the neighbours of Main Street. We want people to see the people behind the businesses that are on our street.
2. Be creative in how we can celebrate the annual Tree Lighting event. We will not be able to do this in person in 2020, so we will create a virtual experience leading up to the tree lighting ceremony that highlights the local businesses.
3. Create a holiday experience for those who do visit our street. Support local businesses with holiday decorations so that our street stands out for those who want to get into the holiday spirit.
4. Develop a partnership plan for local businesses to participate in. This plan will encourage visitors to shop at multiple locations on Main Street. An example of the partnership plan may be that when a visitor shops at one location, they get a discount at local restaurant.
5. Launch an online community for the BIA members. This would be a regularly scheduled virtual meeting where members can come together and find strength in one another. Best practices, creative ideas, solutions to challenges will all be explored together.

Conclusion

The goal of the Board of Directors is to do what we can to support our membership during a season that none of us has experienced before. We recognize the importance of creating a long-term Strategic Plan for Main Street, and that will happen.

However, at this time, we believe that the focus should be on short-term strategies that will help our members survive the next three to six months. As we move out from under COVID-19, we will return to explore long-term strategies.