



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, December 16, 2020 at 8:30 AM
Location: Electronic VIA ZOOM Meeting

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

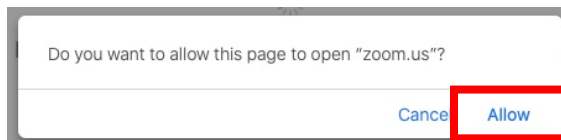
1

Click the link to the ZOOM Meeting below:

<https://townofnewmarket.zoom.us/j/91053106320?pwd=OTF6N3lxOHYraIRQZ1JiVDA5Y01JUT09>

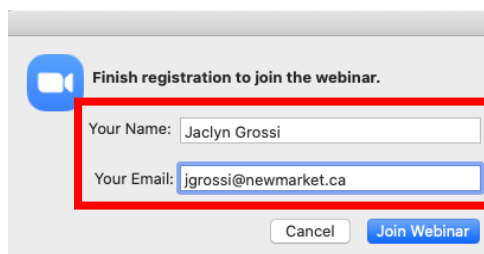
2

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



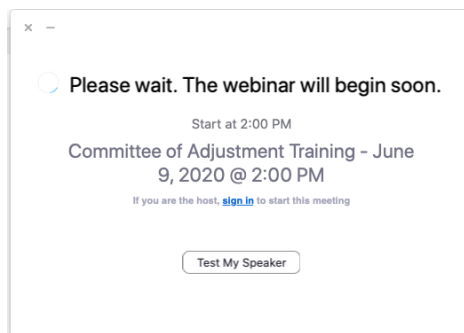
3

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: 910 5310 6320 followed by #

There is no Participant ID, just press #

Passcode: 024973 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, December 16, 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
5. Approval of Minutes

- 5.1. Main Street District Business Improvement Area Board of Management Special Meeting Minutes of November 4, 2020

2

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

1. That the Main Street District Business Improvement Area Board of Management Special Meeting Minutes of November 4, 2020 be approved.

- 5.2. Main Street District Business Improvement Area Board of Management Special Meeting Minutes of November 11, 2020

6

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

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

- 5.3. Main Street District Business Improvement Area Board of

10

Management Meeting Minutes of November 18, 2020

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of November 18, 2020 be approved.

6. Items

6.1. Strategic Priority Update

6.2. Garbage Update

6.3. Parking Update

6.4. Staff Update

6.4.1. Financial Update

6.4.2. Financial Incentive Program Staff Working Group Update

6.5. Draft 2021 Meeting Schedule

First Wednesday of the month at 8:30 AM

- January 6
- February 3
- March 3
- April 7
- May 5
- June 2
- July 7
- August 4
- September 1
- October 6
- November 3
- December 1

7. New Business

8. Closed Session (if required)

9. Adjournment



Town of Newmarket

Minutes (Special Meeting)

Main Street District Business Improvement Area Board of Management

Date: Wednesday, November 4, 2020
 Time: 8:30 AM
 Location: Electronic VIA ZOOM
 See How to Login Guide

Members Present: Tom Hempen, Chair
 Councillor Kwapis
 Councillor Twinney (8:33 AM - 8:38 AM, 8:52 AM - 10:07 AM)
 Rob Clark
 Debbie Hill (8:33 AM - 9:25 AM)
 Mark Iacovetta (8:37 AM - 9:37 AM)
 Jennifer McLachlan
 Ken Sparks

Members Absent: Allan Cockburn, Vice Chair
 Omar Saer

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

Guests: Rob Dale, Master Coach, Rhapsody Strategies

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

1. **Additions and Corrections to the Agenda**
 None.
2. **Conflict of Interest Declarations**

None.

3. Deputations

None.

4. Items

4.1 Main Street District Business Improvement Area Board of Management Strategic Priority Development Workshop

Rob Dale, Master Coach, Rhapsody Strategies provided an introduction to the strategic priority development workshop and reviewed the conversations at the March 11, 2020 special meeting regarding the same. He provided an overview of the themes, topics and items discussed by the Main Street District Business Improvement Area Board of Management in relation to long term goals and strategic priority development. He further discussed the opportunity to adjust the scope of this workshop to reflect short term planning due to the COVID-19 pandemic and revisit the opportunity for long term planning at future meetings.

The Board of Management discussed their preferences regarding short term versus long term strategic planning and advised that the COVID-19 pandemic altered the intended long term goals for this exercise. They agreed to focus on short term goals for the foreseeable future, and intended to return to long term planning in the future.

Moved by: Rob Clark

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area Board of Management adjust the scope of the strategic priority exercise to reflect short term goals with a timeframe of six months to a year; and,
2. That up to \$5000 of the originally allocated budget be spent on the short term exercise; and,
3. That the short term strategic planning exercise include broad strokes related to the Main Street District Business Improvement Area advocacy and promotion long term; and,
4. That the opportunity for long term strategic planning be revisited before the end of the 2018-2022 term.

Carried

5. Adjournment

Moved by: Jennifer McLachlan

Seconded by: Rob Clark

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: Wednesday, November 11, 2020
 Time: 8:00 AM
 Location: Electronic VIA ZOOM
 See How to Login Guide

Members Present: Tom Hempen, Chair
 Allan Cockburn, Vice Chair
 Councillor Kwapis
 Councillor Twinney (8:02 AM - 10:07 AM)
 Rob Clark (8:22 AM - 10:07 AM)
 Debbie Hill
 Jennifer McLachlan
 Ken Sparks (8:00 AM - 9:51 AM)

Members Absent: Mark Iacovetta
 Omar Saer

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

Others Present Rob Dale, Master Coach, Rhapsody Strategies

The meeting was called to order at 8:00 AM.
 Tom Hempen in the Chair.

1. Notice

Tom Hempen 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. Deputations

None.

5. Items

5.1 Main Street District Business Improvement Area Board of Management Strategic Priority Development Workshop

Rob Dale, Master Coach, Rhapsody Strategies reviewed the shared document that the Main Street District Business Improvement Area Board of Management contributed to with their ideas for short-term strategies (see attached). The Board discussed the values of the BIA and the markets that were being targeted through the delivery of this strategy.

The Members further discussed new issues introduced by COVID-19 and evaluated the groups that were most affected by them. They brainstormed potential goals for the next six to twelve months and identified specific tactics that would assist in achieving the goals. Rob Dale advised that a short-term strategic priority document would be presented to the Main Street District Business Improvement Area General Membership at their Annual General Meeting on November 19, 2020.

6. Adjournment

Moved by: Allan Cockburn

Seconded by: Rob Clark

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

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

Members Absent: Rob Clark
 Mark Iacovetta
 Omar Saer

Staff Present: M. Mayes, Director of Financial Services/Treasurer
 E. Hawkins, Business Development Specialist
 J. Grossi, Legislative Coordinator

The meeting was called to order at 8:31 PM.
 Tom Hempen in the Chair.

1. **Additions and Corrections to the Agenda**
 None.
2. **Conflict of Interest Declarations**

None.

3. **Presentations & Recognitions**

None.

4. **Deputations**

4.1 **Chanukah Community Wide Drive-By Event**

Rabbi Mendy Grossbaum was in attendance to provide the Main Street District Business Improvement Area Board of Management with a deputation regarding the Chanukah community wide drive-by event and requested a \$1000 donation from the BIA.

The Members discussed the event logistics and advised that a \$500 donation was made in 2019 for the annual Chanukah celebrations. They requested that the BIA logo be used in all social media and print advertising for the event as well.

An alternate motion was presented and is noted below in bold.

Moved by: Councillor Kwapis

Seconded by: Debbie Hill

1. That the deputation provided by Rabbi Mendy Grossbaum regarding Chanukah Community Wide Drive-By Event be received; and,
2. **That the Main Street District Business Improvement Area Board of Management approve a \$500 donation to support the 2020 Chanukah event.**

Carried

5. **Approval of Minutes**

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

An alternate motion was presented and is noted below in bold.

Moved by: Jennifer McLachlan

Seconded by: Ken Sparks

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

Carried

6. Items

6.1 Strategic Priority Update

The Board Members provided updates on various items identified within the strategic plan, outlined below.

- a. Virtual Christmas Tree Lighting - Jennifer McLachlan advised that the filming of the event was underway with the lighting of the tree, a piano with Christmas carols, and a very limited guest list. She further advised that the video would be launched on Facebook on Friday, November 20, 2020 at 7:00 PM.
- b. Decorations for Main Street Businesses - Councillor Twinney provided price comparisons on various Christmas decor items from some local and big box stores, and the Members agreed that they would rather support local for these purchases. Councillor Kwapis, Councillor Twinney and Tom Hempen volunteered to distribute the Christmas decor to Main Street Businesses.
- c. Business to Business Discount Program - Tom Hempen advised that Rob Clark and his team at RC Design were developing a sticker for those who wish to participate in the program, and that an email was to be provided to all Main Street Businesses with additional information once confirmed.
- d. Main Street Online Networking Community - Al Cockburn advised that the opportunity for a Main Street online networking community would be discussed at the AGM on November 19, 2020 through a series of various zoom calls. He further explained that the first meeting would be open to all business owners and moderated by himself, with the option to determine smaller sector-specific groups going forward.

6.2 2021 Budget & Presentation to Council

The Main Street District Business Improvement Area Board of Management discussed the options regarding a 2021 budget and

reviewed the current 2020 financial statement. The Members outlined the opportunity to add a COVID-19 or emergency fund line to the 2021 budget due to the pandemic and its associated costs.

The Director of Financial Services/Treasurer for the Town of Newmarket provided guidance and input to the Members regarding the addition of an emergency reserve fund to their 2021 budget, and reviewed the brief presentation to Council scheduled for their December 7, 2020 Committee of the Whole - Electronic meeting.

Moved by: Councillor Kwapis

Seconded by: Allan Cockburn

1. That the draft 2021 Main Street District Business Improvement Area budget, composed of the following categories, be presented at the Annual General Meeting on November 19, 2020:
 - Stationary/Office \$500
 - Miscellaneous \$500
 - Promotion \$8,000
 - Advertising \$21,000; and,
2. That an Emergency Contingency Fund of \$10,000 be allocated in the 2021 budget, using reserve funds.

Carried

6.3 COVID-19 Marketing & Advertising Sub-Committee Update

An update on the COVID-19 Marketing & Advertising Sub-Committee was provided during the Strategic Priority Update. See item 6.1 for more information.

6.4 Sub-Committee Discussion

The Legislative Coordinator reviewed the list of current sub-committees of the Main Street District Business Improvement Area Board of Management.

6.5 Garbage Update

None.

6.6 Parking Update

None.

6.7 Staff Update

6.7.1 Financial Update

Moved by: Councillor Kwapis

Seconded by: Councillor Twinney

1. That the Main Street District Business Improvement Area Board of Management approve the financial statements; and,
2. That the invoice regarding the Tourism Oriented Directional Signing (TODS) Program for 2021 in the amount of \$1,695.00 be approved.

Carried

6.7.2 Financial Incentive Program Staff Working Group Update

The Business Development Specialist reminded the Board Members to advise businesses who are looking to do improvements that require a building permit to submit applications for the Financial Incentive Program before December 31, 2020. Tom Hempen asked Staff to provide an update on this program at the Annual General Meeting on November 19, 2020.

6.7.3 Historical Tour of Main Street partnership with Snapd

The Business Development Specialist provided an update on the videos for this program and the placement of the beacons. She further advised that a more fulsome update would be available at the December 16, 2020 Main Street District Business Improvement Area Board of Management Meeting.

6.7.4 Choose Local Campaign

The Business Development Specialist reviewed the Choose Local Campaign and advised that most listings have been claimed by the businesses, but asked that the Board Members reminded other business owners to claim their listings. She also outlined the Shop

Local Contest in partnership with the Newmarket Chamber of Commerce.

6.8 Draft 2021 Meeting Schedule

Councillor Kwapis advised that some of the 2020 meeting dates conflicted with Committee of Adjustment meetings, and requested that alternate meeting dates be presented. The Legislative Coordinator advised that she would email alternate 2021 meeting schedule options that do not conflict with other Board and Committee Meetings at the Town of Newmarket.

7. New Business

Tom Hempen discussed the Historical Tour of Main Street partnership with Snapd and the process regarding video placement at the various beacons in the Main Street area. The Members agreed that the video order within each beacon should be done fairly to avoid any conflict.

Moved by: Councillor Kwapis

Seconded by: Councillor Twinney

1. That the Main Street District Business Improvement Area Board of Management requests that Snapd uses a lottery system to determine the order of the videos related to Main Street businesses within the beacons being used for the Historical Tour of Main Street.

Carried

8. Closed Session

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

9. Adjournment

Moved by: Jennifer McLachlan

Seconded by: Allan Cockburn

1. That the meeting be adjourned at 9:49 AM.

Carried

Tom Hempen, Chair

Date