



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