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

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Tom Hempen, Chair

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Date