



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, February 3, 2021 at 8:30 AM
Location: Electronic VIA ZOOM Meeting

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

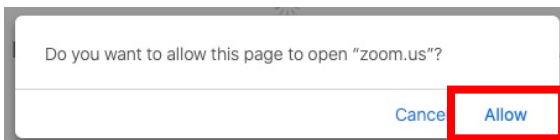
1

Click the link to the ZOOM Meeting below:

<https://townofnewmarket.zoom.us/j/93954880122?pwd=MGU5ZCs5SUg0aHhLQIJIRkRRSSStBUT09>

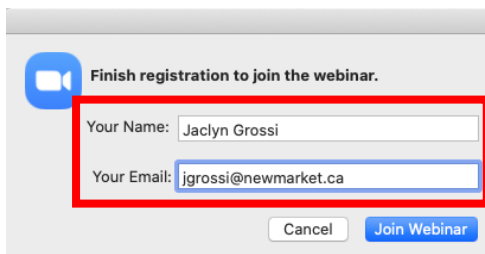
2

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



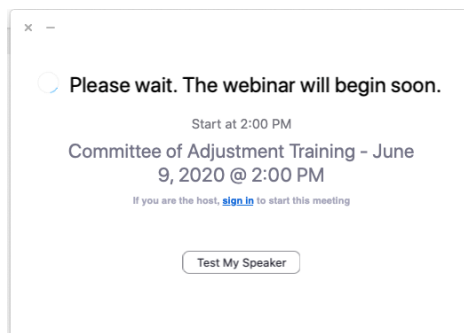
3

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: 939 5488 0122 followed by #

There is no Participant ID, just press #

Passcode: 655425 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, February 3, 2021
Time: 8:30 AM
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

- 5.1. 2021 Newmarket Chamber Community Magazine & Directory Advertising Opportunities

2

Note: Jennifer Buchanan, Manager, Member Services & Engagement, Newmarket Chamber of Commerce will be in attendance to provide a deputation on this item.

6. Approval of Minutes

- 6.1. Main Street District Business Improvement Area Board of Management Meeting Minutes of January 6, 2021

8

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of January 6, 2021 be approved.

- 6.2. Main Street District Business Improvement Area Board of

16

Management Special Meeting Minutes of January 12, 2021

Note: This meeting dealt with the Digital Main Street Grant Contract.

1. That the Main Street District Business Improvement Area Board of Management Special Meeting Minutes of January 12, 2021 be approved.

7. Items

7.1. Digital Main Street Grant Contract Update

7.2. Festivals and Events Ontario Virtual Conference

7.3. Sub-Committee Reports

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

7.4. Garbage Update

7.5. Parking Update

7.6. Staff Update

7.6.1. Financial Update

7.6.2. Financial Incentive Program Staff Working Group Update

8. New Business

9. Closed Session (if required)

9.1. Main Street District Business Improvement Area Board of Management Meeting (Closed Session) Minutes of January 12, 2021

1. That the Main Street District Business Improvement Area Board of Management Meeting (Closed Session) Minutes of January 12, 2021 be approved.

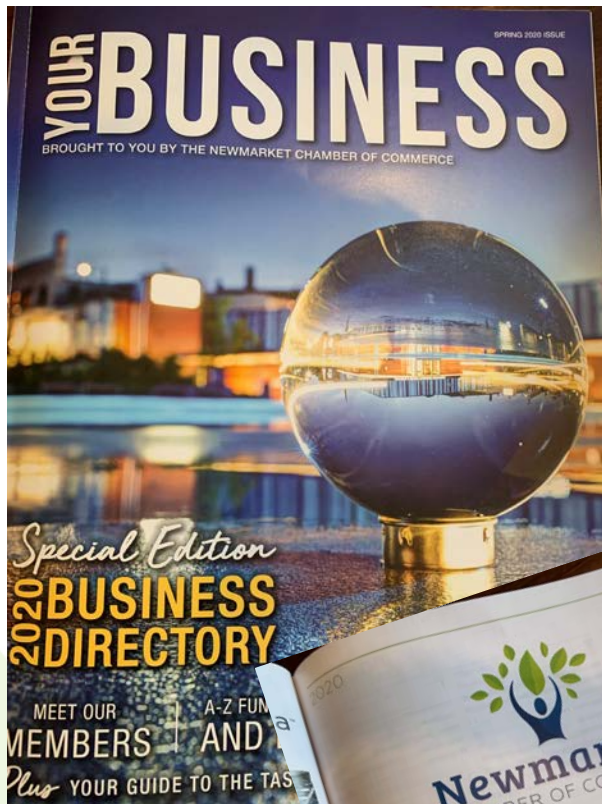
9.2. Digital Main Street Grant Contract

[a trade secret or scientific, technical, commercial, financial or labour relations information, supplied in confidence to the municipality or local board, which, if disclosed, could reasonably be expected to prejudice significantly the competitive position or interfere significantly with the contractual or other negotiations of a person, group of persons, or organization, as per Section 239(2)(i) of the Municipal Act, 2001.]

10. Adjournment

2021 SPECIAL EDITION MAGAZINE & BUSINESS DIRECTORY

- *THE ONLY COMMUNITY MAGAZINE IN NEWMARKET THAT INCLUDES AN EXCLUSIVE LIST OF ALL CHAMBER BUSINESS MEMBERS
- *MAILED OUT TO MORE THAN 13,000 HOMES IN NEWMARKET AND EVERY BUSINESS (APPROX. 2,000)
- *EXPOSURE: DIRECTORY AND ADVERTISING OPPORTUNITIES 2021 'SHOP LOCAL' FOCUS.



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Newmarket
CHAMBER OF COMMERCE

LEADING BUSINESSES. LEADING COMMUNITIES.™





Shop Local!!!



What's the BENEFIT TO THE BIA?

- This is an opportunity to introduce yourself to the Community, remind residents and businesses you are still here OR thank the community for standing by you and 'shopping local' for the past year
- Puts you in 13,000 homes and every businesses, with a magazine that has a 12-month shelf life
- First time, allows the Chamber to shine a spot light on ALL businesses in town
- Possibly include a BIA directory, pictures, features, write ups, etc



Town of Newmarket

Minutes

Main Street District Business Improvement Area Board of Management

Date: Wednesday, January 6, 2021

Time: 8:30 AM

Location: Electronic VIA ZOOM
See How to Login Guide

Members Present: Councillor Kwapis
Councillor Twinney
Rob Clark
Debbie Hill
Jennifer McLachlan
Omar Saer (9:02 AM - 10:34 AM)
Ken Sparks

Members Absent: Tom Hempen, Chair
Allan Cockburn, Vice Chair
Mark Iacovetta

Staff Present: E. Hawkins, Business Development Specialist
K. Saini, Deputy Clerk
A. Walkom, Legislative Coordinator
J. Grossi, Legislative Coordinator

Guests: Darryl Erentzen

The meeting was called to order at 8:31 AM.
Councillor Kwapis in the Chair.

1. Additions and Corrections to the Agenda

None.

2. Conflict of Interest Declarations

None.

3. Presentations & Recognitions

None.

4. Deputations

None.

5. Approval of Minutes

5.1 Main Street District Business Improvement Area Board of Management Meeting Minutes of December 16, 2020

Moved by: Jennifer McLachlan

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of December 16, 2020 be approved.

Carried

6. Items

6.1 Digital Main Street Grant Contract

The Main Street District Business Improvement Area Board of Management discussed the Digital Main Street Grant Contract and reviewed the project scope to determine whether or not they wanted to enter into the contract. The Board further discussed the deliverables outlined in the scope and queried Staff on its validity. The Business Development Specialist advised that Town of Newmarket Staff have reviewed the contract for legality, but do not vet scope as that is done by the individual departments/parties.

Darryl Erentzen, vendor, provided information to the Board regarding the scope and advised that the initial scope included maintenance costs, but they were removed due to costing and vision alignment. The Board queried Darryl on the scope outline and his experience with other BIAs and he advised that he did not have experience working with other BIAs. He further advised that due to the tight timelines, the scope was

developed to be open ended and allow collaboration with the Board after approval.

The Board further discussed timelines within the scope and those provided by the Toronto Association of Business Improvement Areas (TABIA), while concluding that the timelines could not be extended. If timelines were not met, the funding would be forfeited and the BIA could apply for future funding opportunities when available.

6.2 snapd Gift Card Program Contract

Rob Clark provided the Main Street District Business Improvement Area Board of Management with an update regarding the snapd Gift Card Program which will allow residents to purchase gift cards from a variety of Main Street merchants on a single website. He further explained that it was a cost effective solution for all merchants on the street and by using the snapd hub technology, there would be a link on the current Main Street Newmarket website used to directed to the purchase website. He also outlined a rough cost breakdown based on the number of merchants who take part in the program, and the advertising opportunities.

The Business Development Specialist queried the Board on the terms in the contract regarding length of the program and length of commitment. The Board discussed a minimum of one year commitment to the program by both parties.

Moved by: Omar Saer

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area (BIA) Board of Management approve up to \$5000 to be spent on the snapd Gift Card Program; and,
2. That a clause committing snapd to continue offering the service to the BIA for the contract price, for a minimum of one year, be added to the contract before signature.

Carried

6.3 Strategic Priority Update

Note: This update was provided in item 6.4. See item 6.4 for more information.

6.4 Sub-Committee Reports

- **Street Events**
Jennifer McLachlan advised that a pub crawl event was being researched for when the pandemic restrictions allowed it. Further updates will be provided throughout the year.
- **Advertising**
Rob Clark advised that the Main Street BIA Holiday Shopping Contest received approximately 550 entries and the metrics will be shared with the Board for further review. Jennifer McLachlan offered her Staff to assist with pulling the metrics from the entries.
- **Strategic Priority**
The Board advised that there were no further updates on the Strategic Priorities at this time.
- **COVID-19 Marketing & Advertising**
The Board advised that no funds were spent from their allocated budget since the last update, and that the invoice from Blooming Wellies regarding the wreath decorations was still outstanding. Jennifer McLachlan advised that she would reach out and get the invoice as soon as possible.

Moved by: Rob Clark

Seconded by: Omar Saer

1. That the Main Street District Business Improvement Area Board of Management approve a payment of \$250 to each of the two videographers who assisted in developing the Candlelight Christmas video, totaling \$500.

Carried

6.5 Garbage Update

Councillor Kwapis advised that there was no new updates regarding garbage at this time. Debbie Hill advised that one of the bins does not have a lock on it and that it was full. Staff advised that they would bring this to the attention of the appropriate department for remedy.

6.6 Parking Update

Councillor Kwapis advised that there was no update at this time, and updates would continue to be brought forward when appropriate.

6.7 Staff Update

6.7.1 Financial Update

The Business Development Specialist advised that a more fulsome update would be available for the next meeting as the Town of Newmarket is currently working on reports for the 2020 year end.

6.7.2 Financial Incentive Program Staff Working Group Update

The Business Development Specialist advised that a 2020 review of the Financial Incentive Program would be available at the next meeting, as some projects were still being wrapped up and year end was being prepared.

7. New Business

7.1 Business Improvement Area (BIA) Boundaries

The Board discussed the current BIA boundaries and asked Staff to provide an update at the next meeting regarding the opportunity to expand the boundaries.

7.2 COVID-19 Public Health Regulations

The Board advised that there are businesses on Main Street who are not adhering to the Provincial and Regional health regulations, Staff advised that any instances can be shared with Customer Services and a Municipal Enforcement Officer will follow up. Councillor Kwapis advised that the Officers have been very diligent in providing all businesses with an education first approach.

8. Closed Session

Moved by: Jennifer McLachlan

Seconded by: Councillor Twinney

1. That the Main Street District Business Improvement Area Board of Management resolve into Closed Session to discuss the following matter:
 - a. Digital Main Street Grant Contract - a trade secret or scientific, technical, commercial, financial or labour relations information, supplied in confidence to the municipality or local board, which, if disclosed, could reasonably be expected to prejudice significantly the competitive position or interfere significantly with the contractual or other negotiations of a

person, group of persons, or organization, as per Section 239(2)(i) of the Municipal Act, 2001.

Carried

The Main Street District Business Improvement Area Board of Management resolved into Closed Session at 9:17 AM.

The Main Street District Business Improvement Area Board of Management (Closed Session) Minutes are recorded under separate cover.

The Main Street District Business Improvement Area Board of Management resumed into Open Session at 9:48 AM.

8.1 Digital Main Street Grant Contract

Moved by: Rob Clark

Seconded by: Jennifer McLachlan

1. That the Main Street District Business Improvement Area Board of Management form a website sub-committee composed of Rob Clark, Debbie Hill, Ken Sparks, Councillor Kwapis and Jennifer McLachlan.

Carried

Moved by: Jennifer McLachlan

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area (BIA) Board of Management defer the signing of the Digital Main Street Grant Contract until additional clarity can be provided by the Toronto Association of Business Improvement Areas (TABIA); and,
2. That the Website Sub-Committee provide an update regarding the status of the contract at the next BIA meeting.

Carried

9. Adjournment

Moved by: Rob Clark

Seconded by: Omar Saer

1. That the meeting be adjourned at 10:34 AM.

Carried

Councillor Bob Kwapis, Chair

Date



Town of Newmarket

Minutes (Special Meeting)

Main Street District Business Improvement Area Board of Management

Date: Tuesday, January 12, 2021
 Time: 8:00 AM
 Location: Electronic VIA ZOOM
 See How to Login Guide

Members Present: Councillor Kwapis, Chair
 Councillor Twinney
 Rob Clark
 Debbie Hill
 Jennifer McLachlan
 Ken Sparks

Members Absent: Tom Hempen, Chair
 Allan Cockburn, Vice Chair
 Mark Iacovetta
 Omar Saer

Staff Present: P. Voorn, Associate Solicitor
 E. Hawkins, Business Development Specialist
 J. Grossi, Legislative Coordinator

The meeting was called to order at 8:12 AM.
 Councillor Kwapis in the Chair.

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. Deputations

None.

5. Items

5.1 Digital Main Street Grant Contract

The Members of the Main Street District Business Improvement Area Board of Management discussed opinions expressed from additional members who were unable to attend the meeting, which included the possibility of signing the contract and using the funds to update the current website. The members discussed the approved scope and possible revisions that could be proposed to allow the grant funding to be more flexible and convenient for the intended project.

The Business Development Specialist and the Associate Solicitor advised the Board that any proposed changes must be approved by the Toronto Association of Business Improvement Areas (TABIA) before signing the contract because the currently approved scope does not capture anything outside of the project. The Associate Solicitor further advised that a separate contact with the vendor was required before work started on the approved scope projects.

The Board further discussed options for ecommerce websites, gift card programs, content marketing and project timelines, all which were to be further discussed between the Chair and a TABIA representative prior to signing the contract.

Moved by: Rob Clark

Seconded by: Jennifer McLachlan

1. That the Main Street District Business Improvement Area Board of Management (the Board) delegate authority to the Chair, or their designate, to sign the contract between the Board and the Toronto Association of Business Improvement Areas (TABIA) regarding the

Digital Main Street Grant, after clarification of the following: That the approved scope allows for the inclusion of an e-commerce gift card program in phase two; and, That the flexibility of the approved scope is confirmed to include additional content marketing in phase two; and,

- a. That the approved scope allows for the inclusion of an e-commerce gift card program in phase two; and,
- b. That the flexibility of the approved scope is confirmed to include additional content marketing in phase two; and,
2. That, if it is deemed that the scope does not permit the above, the Chair, or their designate, has authority to negotiate on behalf of the Board.; and,
3. That the Chair, or their designate, be authorized to do all things necessary to execute the grant.

Carried

6. Closed Session

Councillor Kwapis advised that there was no requirement for a Closed Session.

6.1 Digital Main Street Grant Contract

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7. Adjournment

Moved by: Jennifer McLachlan

Seconded by: Rob Clark

1. That the meeting be adjourned at 8:42 AM.

Carried

Councillor Bob Kwapis, Chair

Date