



## 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, March 3, 2021 at 8:30 AM  
**Location:** Electronic VIA ZOOM Meeting

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

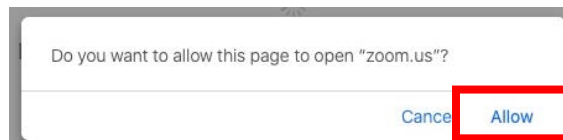
**1**

**Click the link to the ZOOM Meeting below:**

<https://townofnewmarket.zoom.us/j/94900546548?pwd=M2UvVW5ESUt4NlVNbmd1QTM4U09hQT09>

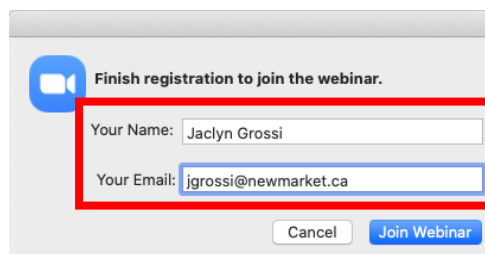
**2**

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



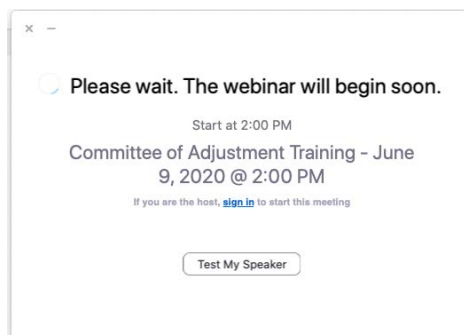
**3**

**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: 949 0054 6548 followed by #

There is no Participant ID, just press #

Passcode: 155633 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](http://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, March 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](https://newmarket.ca/meetings).

### 2. Additions and Corrections to the Agenda

### 3. Conflict of Interest Declarations

### 4. Presentations & Recognitions

### 5. Deputations

#### 5.1. Newmarket Minor Softball Association

**Note:** Glenn Burton, Co-Executive Director, Newmarket Minor Softball Association will be in attendance to provide a deputation on this matter.

1. That the deputation provided by Glenn Burton, Co-Executive Director, Newmarket Minor Softball Association regarding the Newmarket Minor Softball Association be received.

#### 5.2. Easter Seals Ontario - Buy Local, Support Local Campaign

**Note:** Andrea Peterson, Development Officer and Charlene Myke, Development Manager of Easter Seals Ontario will be in attendance to provide a deputation on this matter.

1. That the deputation provided by Andrea Peterson, Development Officer and Charlene Myke, Development Manager of Easter Seals Ontario regarding the Buy Local, Support Local Campaign be received.

## 6. Approval of Minutes

- 6.1. Main Street District Business Improvement Area Board of Management Meeting Minutes of February 3, 2021

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1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of February 3, 2021 be approved.

## 7. Items

- 7.1. Digital Main Street Grant Update

- 7.2. 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

- 7.3. Garbage Update

- 7.4. Parking Update

- 7.5. Staff Update

- 7.5.1. Financial Update

7.5.2. Financial Incentive Program Staff Working Group Update

8. **New Business**
9. **Closed Session (if required)**
10. **Adjournment**







# Town of Newmarket

## Minutes

### 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

Members Present: Councillor Kwapis  
 Councillor Twinney  
 Rob Clark  
 Debbie Hill (8:31 AM - 10:01 AM)  
 Jennifer McLachlan  
 Omar Saer (8:35 AM - 10:21 AM)  
 Ken Sparks

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

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

The meeting was called to order at 8:31 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. Presentations & Recognitions**

None.

**5. Deputations**

**5.1 2021 Newmarket Chamber Community Magazine & Directory Advertising Opportunities**

**Note:** This item was further discussed under sub-item 8.1. See sub-item 8.1 for motion.

Jennifer Buchanan, Manager, Member Services & Engagement of Newmarket Chamber of Commerce was in attendance to provide a deputation to the Main Street Business Improvement Area Board of Management regarding an advertising opportunity in the 2021 Special Edition Magazine and Business Directory. She reviewed previous versions and outlined the potential benefits to the BIA.

The Board Members queried the deputant regarding the cost of these advertising opportunities, possibility for a partnership, and potential benefits to the individual businesses on Main Street. They advised that a decision would be made by the end of the meeting, following a discussion regarding the current grant opportunities.

Jennifer Buchanan advised that the Newmarket Chamber of Commerce was willing to offer the BIA 3 pages for \$2500, or the early bird pricing rate of \$950 per page.

**6. Approval of Minutes**

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

Moved by: Councillor Twinney

Seconded by: Ken Sparks

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

Carried

## **6.2 Main Street District Business Improvement Area Board of Management Special Meeting Minutes of January 12, 2021**

Moved by: Jennifer McLachlan

Seconded by: Ken Sparks

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

Carried

## **7. Items**

### **7.1 Digital Main Street Grant Contract Update**

Rob Clark provided an update on behalf of the website sub-committee regarding the Digital Main Street (DMS) Grant Contract, he provided an overview of the gift card program and how the funding available was tied to the percentage of gift cards sold. He further advised that the contract previously entered with snapd regarding an e-commerce website to purchase gift cards would be terminated, and a new contract would be signed to incorporate the project into the DMS grant.

The Board discussed hiring snapd at a rate of \$500 a month to proactively manage their website for 12 months, totaling an expense of \$6000.

The Board also discussed building a new website for the BIA and the opportunity to hire Darryl Erentzen at a cost of up to \$10,000. They advised that this would not be included in the DMS grant, but it would allow for more flexibility in timelines to develop a new website and additional collaboration opportunities.

Moved by: Rob Clark

Seconded by: Jennifer McLachlan

1. That the Main Street District Business Improvement Area Board of Management approve a new scope of work with the Toronto Association of Business Improvement Areas (TABIA) for up to \$10,000 through the Digital Main Street Grant, which will include an online gift

card program, implementation, and ongoing promotion and maintenance provided by snapd.

**Carried**

Moved by: Rob Clark

Seconded by: Jennifer McLachlan

1. That the Main Street District Business Improvement Area Board of Management approve a contract with snapd for proactive online content management in the amount of \$500 a month, for 12 months, totaling \$6000.

**Carried**

Moved by: Jennifer McLachlan

Seconded by: Rob Clark

1. That the Main Street District Business Improvement Area Board of Management approve a contract with Darryl Erentzen for up to \$10,000 to build a new website which allows for additional collaboration and flexible timelines.

**Carried**

## **7.2 Festivals and Events Ontario Virtual Conference**

Jennifer McLachlan advised the Board that she would like to attend the Festivals and Events Ontario Virtual Conference from February 22 - 24, 2021, on behalf of the BIA. She advised that she would provide a fulsome update from the conference at the March meeting.

Moved by: Councillor Twinney

Seconded by: Omar Saer

1. That the Main Street District Business Improvement Area Board of Management approve the \$99 registration fee for one member to attend the 2021 virtual Festivals and Events Ontario Virtual Conference.

Carried

**7.3 Sub-Committee Reports**

- **Street Events**Jennifer McLachlan advised that she was continuing to work on a pub crawl event and would provide an update on the three current options at the next meeting.
- **Advertising**Rob Clark provided an overview of the metrics from the holiday gift card campaign video, and he advised that he would share the detailed information with the Board for review.

**7.4 Garbage Update**

Debbie Hill advised the Board of issues with the inground garbage containers on Main Street, and Staff advised that they would follow up after the meeting. The Board further discussed potential new lock options for the containers and increased surveillance.

**7.5 Parking Update**

Councillor Kwapis advised that there was no parking update, and that updates would continue to be provided at the appropriate meetings.

**7.6 Staff Update****7.6.1 Financial Update**

The Business Development Specialist outlined the 2020 year end financial update and provided an overview of the allocated and unallocated funds. She further advised that items allocated in 2020 but not paid out, can we paid using the 2021 budget or reserve funds, if necessary.

**7.6.2 Financial Incentive Program Staff Working Group Update**

The Business Development Specialist advised that there were no updates regarding the Financial Incentive Program and that updates would continue to be provided at the appropriate meetings.

**8. New Business****8.1 2021 Newmarket Chamber Community Magazine & Directory Advertising Opportunities**

Moved by: Jennifer McLachlan

Seconded by: Omar Saer

1. That the Main Street District Business Improvement Area Board of Management approve up to \$2500 for a partnership opportunity with the Newmarket Chamber of Commerce; and,
2. That Rob Clark and Jennifer McLachlan reach out to the representatives of the Newmarket Chamber of Commerce to develop a plan and report back to the Board at a future meeting.

**Carried**

## **9. Closed Session (if required)**

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

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

Moved by: Councillor Twinney

Seconded by: Ken Sparks

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

**Carried**

### **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**

Moved by: Omar Saer

Seconded by: Jennifer McLachlan

1. That the meeting be adjourned at 10:21 AM.

**Carried**

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Tom Hempen, Chair

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Date