



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