

Friday, February 7, 2014 at 10:00 a.m.  
Hall 4, Community Centre & Lions Hall  
200 Doug Duncan Drive

The regular meeting of the Newmarket Downtown Development Subcommittee was held on Friday, February 7, 2014 at 10:00 a.m. in Hall 4 of the Community Centre & Lions Hall, 200 Doug Duncan Drive, Newmarket.

Members      Councillor Sponga (10:04 to 11:00 a.m.)  
Present:      Jackie Playter  
                 Barbara Leibel  
                 Ian Peake  
                 Steve Whitfield

Staff:           C. Kallio, Economic Development Officer  
                 C. Finnerty, Council/Committee Co-ordinator  
                 L. Moor, Council/Committee Co-ordinator

The meeting was called to order at 10:00 a.m.

Jackie Playter in the Chair.

**ADDITIONS**

None.

**DECLARATIONS OF INTEREST**

None.

**1.      NEWMARKET      DOWNTOWN      DEVELOPMENT      SUBCOMMITTEE      MINUTES  
         FEBRUARY 7, 2014 – ITEM 1  
         APPROVAL OF MINUTES**

Newmarket Downtown Development Subcommittee Minutes of November 29, 2013.

**Moved by Steve Whitfield  
Seconded by Barbara Leibel**

**THAT the Newmarket Downtown Development Subcommittee Minutes of  
November 29, 2013 be approved.**

**CARRIED**

**2. NEWMARKET DOWNTOWN DEVELOPMENT SUBCOMMITTEE MINUTES  
FEBRUARY 7, 2014 – ITEM 2  
FINANCIAL INCENTIVES PROGRAM APPLICATION 2014-03 – PROJECT  
FEASIBILITY STUDY PROGRAM, 247 MAIN STREET SOUTH (REAR)**

The Economic Development Officer provided a verbal report regarding Financial Incentives Program Application 2014-03 with respect to 247 Main Street South.

**Moved by Barbara Leibel  
Seconded by Ian Peake**

- 1. THAT the Project Feasibility Study Program Grant Application 2014-03 in the amount of \$5,600.00 for the property known as 247 Main Street South be approved;**
- 2. AND THAT Celeste Frenette, 120 Richmond Park Drive, Keswick, Ontario L4P 0A2 be notified of this action.**

**CARRIED**

**3. NEWMARKET DOWNTOWN DEVELOPMENT SUBCOMMITTEE MINUTES  
FEBRUARY 7, 2014 – ITEM 3  
FINANCIAL INCENTIVES PROGRAM APPLICATION 2014-04 – BUSINESS SIGN  
PROGRAM AMD PLANNING AND BUILDING FEES REBATE/CREDIT PROGRAM,  
171 MAIN STREET SOUTH (1 & 1A)**

The Economic Development Officer provided a verbal report regarding Financial Incentives Program Application 2014-04 with respect to 171 Main Street South (1 and 1A).

**Moved by Steve Whitfield  
Seconded by Barbara Leibel**

- 1. THAT the Business Sign Program Grant Application 2014-04 in the amount of \$750.00 be approved;**
- 2. AND THAT the Planning and Building Fees Rebate/Credit Program Grant Application in the amount of \$150.00 be approved;**
- 3. AND THAT Blooming Wellies Flower Boutique, 171 Main Street South, Unit 1 and 1A, Newmarket, Ontario L3Y 3Y9 be notified of this action.**

**CARRIED**

**4. NEWMARKET DOWNTOWN DEVELOPMENT SUBCOMMITTEE MINUTES  
FEBRUARY 7, 2014 – ITEM 4  
FINANCIAL INCENTIVES PROGRAM APPLICATION 2014-05 – MULTIPLE  
PROGRAM COMPONENTS, 210 MAIN STREET SOUTH**

The Economic Development Officer provided a verbal report regarding Financial Incentives Program Application 2014-05 with respect to 210 Main Street South. Discussion ensued regarding the funding requirements assuming an application had been previously submitted.

Further discussion on this item was deferred to the March meeting pending submission of quotes for work anticipated past the January 7, 2014 application date.

**5. NEWMARKET DOWNTOWN DEVELOPMENT SUBCOMMITTEE MINUTES  
FEBRUARY 7, 2014 – ITEM 5  
FINANCIAL INCENTIVES PROGRAM APPLICATION 2014-06 – BUSINESS SIGN  
PROGRAM AND INTERIOR RENOVATION AND IMPROVEMENT PROGRAM, 237  
MAIN STREET SOUTH (REAR)**

The Economic Development Officer provided a verbal report regarding Financial Incentives Program Application 2014-06 with respect to 237 Main Street South (rear).

**Moved by Steve Whitfield  
Seconded by Ian Peake**

- 1. THAT the Business Sign Program Grant Application 2014-06 in the amount of \$1,750.00 be approved;**
- 2. AND THAT the Interior Renovation and Improvement Program Grant Application 2014-06 in the amount of \$14,500.00 be approved;**
- 3. AND THAT Planning and Building Fees Rebate/Credit Program Grant Application in an amount up to \$1,500.00 be approved, subject to confirmation of payment;**
- 4. AND THAT 2394722 Ontario Limited, 862 Stonehaven Avenue, Newmarket, Ontario L3Y 3Z4 be notified of this action.**

**CARRIED**

**6. NEWMARKET DOWNTOWN DEVELOPMENT SUBCOMMITTEE MINUTES  
FEBRUARY 7, 2014 – ITEM 6  
COMMUNITY GRANT PROGRAM APPLICATION – RANJI SINGH FOUNDATION**

The Economic Development Officer provided a verbal report regarding the Community Grant Program Application with respect to the submission by the Ranji Singh Foundation.

**Moved by Jackie Playter  
Seconded by Barbara Leibel**

1. **THAT the NDDS Community Grant application from the Ranji Singh Foundation in the amount of \$3,000 be deferred until the March NDDS meeting;**
2. **AND THAT the Ranji Singh Foundation, 817 Norwick Road, Newmarket, Ontario L3X 1K8 be notified of this action.**

**CARRIED**

**7. NEWMARKET DOWNTOWN DEVELOPMENT SUBCOMMITTEE MINUTES  
FEBRUARY 7, 2014 – ITEM 7  
COMMUNITY GRANT PROGRAM APPLICATION – NEWMARKET CAR CLUB**

The Economic Development Officer provided a verbal report regarding the Community Grant Program Application with respect to the submission by the Newmarket Car Club.

**Moved by Jackie Playter  
Seconded by Barbara Leibel**

1. **THAT the NDDS Community Grant application from the Newmarket Car Club in the amount of \$2,000.00 be approved;**
2. **AND THAT the Newmarket Car Club, 771 Davis Drive, Unit 5, Newmarket, Ontario L3Y 2R2 be notified of this action.**

**CARRIED**

**NEW BUSINESS**

The Economic Development Officer provided an update regarding changes to sign permit fees. The new sign by-law increased permit fees from \$150.00 to \$400.00. The increase will have a budgetary impact under the financial incentives program if applicants continue to be reimbursed 100% of permit fee. A suggestion was made to consider applicants be reimbursed 50% of their sign permit fees on a go forward basis.

**Moved by Ian Peake  
Seconded by Councillor Sponga**

**THAT the meeting adjourn.**

**CARRIED**

There being no further business, the meeting adjourned at 11:00 a.m.

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Dated

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Jackie Playter, Chair