

**MAIN STREET DISTRICT  
BUSINESS IMPROVEMENT  
AREA ANNUAL GENERAL  
MEETING**

Monday, November 23, 2015 at 7:00 PM  
Community Centre - 200 Doug Duncan Drive

Agenda compiled on 15/10/2015 at 9:28 AM

**Welcome and Introductions**

**Approval of Minutes**

1. Main Street District Business Improvement Area Annual General Meeting p. 1  
Minutes of November 10, 2014

**Approval of Financial Statements**

2. Main Street District BIA Financial Statements Year ended December 31, 2014 p. 6

**2015 Review**

**2016 Budget**

**New Business**

**Adjournment**

**MAIN STREET DISTRICT  
BUSINESS IMPROVEMENT AREA  
MEMBERSHIP  
ANNUAL GENERAL MEETING**

Monday, November 10, 2014  
Hall # 3 Community Centre  
200 Doug Duncan Drive

The Main Street District Business Improvement Area Membership Annual General Meeting was held on Monday, November 10, 2014 at 7:30 p.m. in the Hall # 3, Newmarket Community Centre and Lions Hall, 200 Doug Duncan Drive, Newmarket.

**Members**

**Present:**

Heather Burling, H & K Enterprises  
Elisabeth Buslovich, Glama Gal Tween Spa  
Michele Brunet, Unwind Yarn House  
Steve Bruno, Stamp & Hammer  
Patricia Carmichael, Carmichael Hair & Spa  
Kristi Cross, NOMI  
Michelina D'Agrosa, Eves Ladies Wear  
Tom Dier, Covernotes  
Megan Fisher, Nutmeg Bakeshop  
Boris Fong, Hungry Brew Hops  
Vicky Han, Café Hessed  
Ted Heald, Haven  
Elisabeth Hempen, 222 Main Street  
Kirsten Hempen, Hempen Jewellers  
Debbie Hill, The Maid's Cottage  
David Hunter, Lemon Lime Design  
Koneswaran Ketheswaran, Econo Pizza  
Joe Mariconda, GEM Patent Services  
Olga Paiva, Canada T  
Carmina Pereira, 252 Main Street  
Farzaneh Peterson, Roger White Academy  
Anne Robins, Robins Pharmacy  
Rory Rodrigo, Just Brunch  
Tony Salim, MTS  
Mitch Sauder, Stamp & Hammer  
Ken Sparks, Good Vibes on Main  
Victoria Sparks, Good Vibes on Main  
Janet Walker, Made in Mexico  
Peter Webster, Abex Group  
Glenn Wilson, Canada T  
Karla Wilson, Haven  
Jon Wright, JW By Design  
Stan Yavorsky, Yavorsky Studio

Board of Management

Members:

Nancy Barnard  
 Adrian Cammaert  
 Nancy Gerry  
 Steven Gilbert  
 Anne Martin  
 Jackie Playter (Chair)  
 Siegfried Wall  
 Councillor Sponga

Absent:

James Elliott

Staff:

C. Kallio, Economic Development Officer  
 L. Lyons, Deputy Clerk  
 L. Moor, Council/Committee Coordinator

The meeting was called to order at 7:45 p.m.

Jackie Playter in the Chair.

The Chair advised of an addition to the agenda being New Business.

**1. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA MEMBERSHIP  
 ANNUAL GENERAL MEETING MINUTES – NOVEMBER 10, 2014 – ITEM 1  
WELCOME AND INTRODUCTIONS**

The Chair welcomed those present and introduced Members of the Main Street District Business Improvement Area Board of Management and Town of Newmarket staff.

**2. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA MEMBERSHIP  
 ANNUAL GENERAL MEETING MINUTES – NOVEMBER 10, 2014 – ITEM 2  
APPROVAL OF MINUTES**

Main Street District Business Improvement Area Board of Management Minutes of November 13, 2013 Annual General Meeting.

**Moved by Nancy Gerry  
 Seconded by Anne Robins**

**THAT the Main Street District Business Improvement Area Board of Management Minutes of November 13, 2013 Annual General Meeting be approved.**

**CARRIED**

**3. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA MEMBERSHIP  
ANNUAL GENERAL MEETING MINUTES – NOVEMBER 10, 2014 – ITEM 3  
2013 FINANCIAL STATEMENT**

The Economic Development Officer provided a verbal update regarding the financial position and balance of the Main Street District Business Improvement Area Board of Management and advised that copies of the financial statements had been distributed with the agenda.

**Moved by Steven Gilbert  
Seconded by Siegfried Wall**

**THAT the Main Street District Business Improvement Area Board of Management financial statements for the year ended 2013 be approved.**

**CARRIED**

**4. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA MEMBERSHIP  
ANNUAL GENERAL MEETING MINUTES – NOVEMBER 10, 2014 – ITEM 4  
2014 REVIEW**

The Chair provided a PowerPoint presentation and verbal status update regarding the events held in 2014.

Discussion ensued regarding advertising strengths and consistent messaging with various advertising outlets and the economic effects on Main Street businesses during events that are intended to enhance the exposure of Main Street. Further discussion ensued regarding various advertising opportunities on Facebook accounts.

**5. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA MEMBERSHIP  
ANNUAL GENERAL MEETING MINUTES – NOVEMBER 10, 2014 – ITEM 5  
PROPOSED 2015 BUDGET**

The Chair provided a PowerPoint presentation highlighting various aspects the proposed 2015 budget. Discussion ensued regarding advertising costs, event expenditures, social media methods of communication and advertising and available resources.

**Moved by Ted Heald  
Seconded by Elisabeth Hempen**

**THAT the 2015 Main Street District Business Improvement Area Budget be approved as follows:**

<b>Administration</b>	<b>\$</b>	<b>5,000.00</b>
<b>Advertising</b>		<b>12,000.00</b>
<b>Events</b>		<b>12,000.00</b>
<b>Miscellaneous</b>		<b>1,000.00</b>
		<b><u>30,000.00</u></b>

**CARRIED**

**6. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA MEMBERSHIP  
ANNUAL GENERAL MEETING MINUTES – NOVEMBER 10, 2014 – ITEM 6  
NOMINATIONS TO BOARD OF MANAGEMENT**

The Chair advised of the qualifications required to vote for membership to the Board of Management. The Economic Development Officer provided clarification to business owner/property owner/tenant voting eligibility.

The Chair requested nomination of a scrutineer for the purpose of the voting procedures of the Main Street District Business Improvement Area Board of Management membership.

**Moved by Ted Heald  
Seconded by Glenn Wilson**

**THAT Mr. Peter Webster of Abex Group is appointed a scrutineer for the purpose of the voting procedures of the Main Street District Business Improvement Area Board of Management membership.**

**CARRIED**

**7. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA MEMBERSHIP  
ANNUAL GENERAL MEETING MINUTES – NOVEMBER 10, 2014 – ITEM 7  
VOTING PROCEDURES**

The Chair introduced Lisa Lyons, Deputy Clerk, Town of Newmarket who provided a verbal presentation regarding the voting process. She read aloud the list of current nominees and called upon those present for any additional names. She read aloud a third and final time, the call for any further submissions; hearing none, the Deputy Clerk henceforth opened the vote and requested those members in attendance to obtain a ballot from Clerk's Department staff.

The Deputy Clerk, along with Mr. Webster and Clerk's Department staff tallied the vote results and the following individuals were chosen by ballot:

Anne Martin  
Siegfried Wall  
Glenn Wilson  
Olga Paiva  
Carmina Pereira  
Elizabeth Buslovich  
Rory Rodrigo  
Jackie Playter

The Deputy Clerk advised of the following excerpt from the *Ontario Municipal Act*, Part V S. 205 (3) (c) (9) regarding Council's authority on behalf of the municipality with respect to appointment of a person selected by the members of an improvement area. She further advised that appointments would be made in January, 2015.

**8. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA MEMBERSHIP  
ANNUAL GENERAL MEETING MINUTES – NOVEMBER 10, 2014 – ITEM 8  
NEW BUSINESS**

The Chair presented Nancy Gerry with a token of appreciation for serving on the Main Street District Business Improvement Area Board of Management as she is not seeking re-election due to retirement.

The Chair thanked all who participated.

**Moved by Nancy Gerry  
Seconded by Steven Gilbert**

**THAT the meeting adjourn.**

**CARRIED**

There being no further business, the meeting adjourned at 9:02 p.m.

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Date

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Jackie Playter, Chair

**The Corporation of the  
Town of Newmarket  
Main Street District BIA  
Financial Statements  
Year ended December 31, 2014**

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## Independent Auditor's Report

### To the Mayor and Councilors of The Corporation of the Town of Newmarket

We have audited the accompanying financial information of The Corporation of the Town of Newmarket Main Street District BIA, which comprise the statement of financial position as at December 31, 2014, and the statement of continuity and cash flow for the year then ended, and a summary of significant accounting policies and other explanatory information. The financial information has been prepared by management based on the basis of accounting described in Note 2.

#### Management's Responsibility for the Financial Information

Management is responsible for the preparation of this financial information in accordance with the basis of accounting described in Note 2, and for such internal control as management determines is necessary to enable the preparation of the financial information that is free from material misstatement, whether due to fraud or error.

#### Auditor's Responsibility

Our responsibility is to express an opinion on this financial information based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial information is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial information. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial information, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation of the financial information in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial information.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

#### Opinion

In our opinion, the financial information of The Corporation of the Town of Newmarket Main Street District BIA for the year ended December 31, 2014 is prepared, in all material respects, in accordance with the basis of accounting described in Note 2.

#### Basis of Accounting and Restriction on Distribution and Use

Without modifying our opinion, we draw attention to Note 2 which describes the basis of accounting. The financial information is prepared solely for the use of The Corporation of the Town of Newmarket. Our report is intended solely for The Corporation of the Town of Newmarket and should not be distributed to or used by parties other than The Corporation of the Town of Newmarket.

*BDO Canada LLP*

Chartered Professional Accountants, Licensed Public Accountants

June 22, 2015  
 Newmarket, Ontario



# THE CORPORATION OF THE TOWN OF NEWMARKET

## Main Street District BIA

### Statement of Continuity

Year Ended December 31, 2014

	2014	2013
FUND BALANCE, BEGINNING OF PERIOD	\$ 6,558	\$ 6,433
REVENUES		
Taxation	30,000	30,003
Events	4,700	1,385
Total revenues	34,700	31,388
EXPENDITURES		
Promotion and events	9,759	9,374
Advertising	18,689	21,889
Total expenditures	28,448	31,263
FUND BALANCE, END OF PERIOD	\$ 12,810	\$ 6,558

### Statement of Financial Position

December 31, 2014

	2014	2013
ASSET		
Cash	\$ 12,810	\$ 6,558
FUND BALANCE	\$ 12,810	\$ 6,558

*The accompanying notes are an integral part of these financial statements.*

# THE CORPORATION OF THE TOWN OF NEWMARKET

## Main Street District BIA

### Statement of Cash Flow

Year Ended December 31, 2014

	2014	2013
Cash received from		
Taxation	\$ 30,000	\$ 30,003
Rent and other	4,700	1,385
	<u>34,700</u>	<u>31,388</u>
Cash paid for		
Materials, goods and supplies	9,759	9,374
Contract and general services	18,689	21,889
	<u>28,448</u>	<u>31,263</u>
Net Change in Cash	6,252	125
Cash, Beginning of Year	6,558	6,433
Cash, End of Year	<u>\$ 12,810</u>	<u>\$ 6,558</u>

*The accompanying notes are an integral part of these financial statements.*

**THE CORPORATION OF THE TOWN OF NEWMARKET**  
**Main Street District BIA**  
**Notes to the Financial Statements**

December 31, 2014

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**1. NATURE OF OPERATIONS**

On January 22, 2007 Council, under the authority of section 204 of the Municipal Act, enacted a bylaw to designate the Main Street Business Improvement Area ("BIA"). The primary objective of the BIA is to promote the area as a business, shopping and entertainment area.

**2. SIGNIFICANT ACCOUNTING POLICIES**

The financial statements of the BIA are the representation of management prepared in accordance with the accounting principle discussed below:

*Basis of Accounting*

Taxation revenue is recognized in the calendar year it is raised from ratepayers by the Town. Revenue from donations and events is recognized when the cash is collected. Expenditures are reported on the cash basis of accounting with the exception of administrative expenditures which are reported on the accrual basis of accounting. The accrual basis of accounting recognizes expenditures as they are incurred and measurable as a result of the receipt of goods or services and the creation of a legal obligation to pay.