

A meeting of the Main Street District Business Improvement Area Board of Management was held on Tuesday, February 18, 2014 at 7:30 p.m. in Hall # 1, Community Centre and Lions Hall at 200 Doug Duncan Drive.

Members Present: Councillor Sponga
Jackie Playter, Chair
Nancy Barnard
Nancy Gerry
Steven Gilbert
Anne Martin
Siegfried Wall

Absent: Adrian Cammaert
James Elliott

Guests: Larry Herod, Newmarket Hydro
Neno Kovacevic, IBI Group
Dale Parks, Honeywell Limited
Kyle Whittle, Honeywell Limited

Staff: C. Kalimootoo, Director of Public Works Services
R. Prudhomme, Director of Engineering Services
C. Kallio, Economic Development Officer
M. Ashworth, Capital Projects Parks Development Coordinator
C. Finnerty, Council/Committee Coordinator
L. Moor, Council/Committee Coordinator

**1. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES - FEBRUARY 18, 2014 – ITEM 1
LIGHT FIXTURES – MAIN STREET**

Mr. Chris Kalimootoo, Director of Public Works Services, Mr. Larry Herod, Newmarket Hydro, Mr. Dale Parks, Honeywell Limited and Mr. Kyle Whittle, Honeywell Limited addressed those present regarding Newmarket's street lighting retrofit project.

The Director of Public Works Services advised that the Town will be retrofitting approximately 7,800 light fixtures from incandescent to LED lighting in order to realize energy savings. Representatives from Honeywell Limited provided a visual example of the light treatment that will be installed along Main Street. The implementation will occur over a 14 month period throughout the Town.

Discussion ensued regarding expanding the project to other areas around Main Street, including corridors accessing Riverwalk Commons and retention of heritage lighting fixtures.

**Moved by Councillor Sponga
Seconded by Nancy Barnard**

THAT the presentation by Mr. Chris Kalimootoo, Director of Public Works Services, Mr. Larry Herod, Newmarket Hydro, Mr. Dale Parks, Honeywell Limited and Mr. Kyle Whittle, Honeywell Limited regarding the retrofit of Main Street light fixtures be received;

AND THAT the Main Street District Business Improvement Area Board of Management support the implementation of new light fixtures on Main Street.

CARRIED

The meeting was called to order at 7:57 p.m.

Jackie Playter in the Chair.

ADDITIONS

None.

DECLARATIONS OF INTEREST

None.

**2. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – FEBRUARY 18, 2014 – ITEM 2
APPROVAL OF MINUTES**

**Moved by Councillor Sponga
Seconded by Nancy Barnard**

THAT the Main Street District Business Improvement Area Board of Management Minutes of November 19, 2013 and January 21, 2014 be approved.

CARRIED

**3. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – FEBRUARY 18, 2014 – ITEM 3
ENTRANCES TO MAIN STREET**

Mr. Michael Ashworth, Capital Projects Parks Development Coordinator, Ms. Rachel Prudhomme, Director of Engineering Services and Mr. Neno Kovacevic of IBI Group addressed those present regarding the entrance to Main Street off Davis Drive.

Mr. Kovacevic provided a visual presentation of proposed gateway features, including a weathered steel gateway sign, sidewalk treatments and associated landscape characteristics. He advised that the project is planned in coordination with the VivaNext project.

Discussion ensued regarding gateway sign materials, respecting existing heritage features and incorporation of additional gateway features, including benches and a clock.

The Capital Projects Parks Development Coordinator requested that any comments be forwarded to him for inclusion in the gateway plan.

**4. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – FEBRUARY 18, 2014 – ITEM 4
FINANCIAL REPORTS**

The Economic Development Officer provided a verbal financial update on Board expenditures and suggested that the Board review the current marketing plan and implement a social media campaign in order to offset some print media costs.

**5. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – FEBRUARY 18, 2014 – ITEM 5
COMMITTEE REPORTS**

Nancy Barnard provided a verbal update on the Savour Downtown event to take place on Saturday, February 22, 2014. She advised that the event has sold out.

**Moved by Councillor Sponga
Seconded by Nancy Gerry**

THAT the Main Street District Business Improvement Area Board of Management contribute \$200.00 to Savour Downtown in order to offset costs associated with the event.

CARRIED

**6. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – FEBRUARY 18, 2014 – ITEM 6
REVIEW OF EVENTS**

Review of Events deferred to the March 18, 2014 meeting.

**7. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – FEBRUARY 18, 2014 – ITEM 7
RESTAURANTS/BUSINESSES/DEVELOPMENT**

Restaurants/Businesses/Development deferred to the March 18, 2014 meeting.

**8. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – FEBRUARY 18, 2014 – ITEM 8
DEVELOPMENT AND INFRASTRUCTURE SERVICES REPORT ENGINEERING SERVICES 2013-58
SKATEBOARDS/BICYCLES ETC. ON MAIN STREET**

Discussion ensued regarding Development and Infrastructure Services Report – Engineering Services 2013-58 dated January 13, 2014 with respect to prohibiting the use of skateboards, roller blades and bicycles on the sidewalks of Main Street.

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

The Main Street District Business Improvement Area Board of Management recommends to Council:

THAT Development and Infrastructure Services Report – Engineering Services 2013-58 dated January 13, 2014 be received;

AND THAT the Main Street District Business Improvement Area Board of Management recommend that a courtesy campaign be implemented to compel users to dismount bicycles, skateboards or any other travel mode in the Downtown Main Street and the Heritage Conservation District Plan areas.

CARRIED

**9. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – FEBRUARY 18, 2014 – ITEM 9
NEW BUSINESS**

Councillor Sponga advised that he will be meeting with Main Street business owners with respect to vandalism issues and deliveries at the rear of properties.

ADJOURNMENT

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

THAT the meeting adjourn.

CARRIED

There being no further business, the meeting adjourned at 9:29 p.m.

Date

Jackie Playter, Chair

Next Meeting is March 18, 2014 at the Newmarket Community Centre and Lions Hall at 7:30 p.m.