



# Town of Newmarket MINUTES

## MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT

Tuesday, January 19, 2016 at 7:30 PM  
Community Centre, 200 Doug Duncan Drive  
Hall # 2

The meeting of the Main Street District Business Improvement Area Board of Management was held on Tuesday, January 19, 2016 in the Newmarket Community Centre and Lions Hall, 200 Doug Duncan Drive, Hall # 3, Newmarket.

Members Present: Glenn Wilson, Chair  
Elizabeth Buslovich  
Anne Martin (7:35 to 8:24; 8:30 to 10:20 p.m.)  
Carmina Pereira  
Olga Paiva  
Jackie Playter  
Rory Rodrigo  
Siegfried Wall

Absent: Councillor Sponga

Guests: Lisa Heckbert  
John Heckbert  
Councillor Hempen  
Mark Kolb, YourOnLineBusiness  
Dave Peters, Newmarket Arts Council  
Dave Robinson, YourOnLineBusiness  
Peter Webster

Staff Present: C. Kallio, Economic Development Officer  
L. Moor, Council/Committee Coordinator

The meeting was called to order at 7:35 p.m.

G. Wilson in the Chair.

### **Additions and Corrections to the Agenda**

The Chair advised that Mr. Dave Peters, on behalf of the Newmarket Arts Council would be addressing those present with an introduction/presentation of Arts Council initiatives, and the order of the agenda be amended to accommodate such.

## Declarations of Pecuniary Interest

None.

## Approval of Minutes

1. Main Street District Business Improvement Area Board of Management Minutes of December 15, 2015.

Moved by: Carmina Pereira  
Seconded by Anne Martin

THAT the Main Street District Business Improvement Area Board of Management Minutes of December 15, 2015 be approved.

**Carried**

## Presentations

2. Mr. Dave Robinson and Mr. Mark Kolb of YourOnLineBusiness addressed those present with a demonstration of a web based marketing initiative entitled Main Street Passport which uses phone technology to engage participants to travel and shop Main Street with prize draw opportunities, points system and incentive promotions. He distributed copies of a proposed pricing package. Mr. Kolb suggested Members explore the proposed initiative using their phones. The Chair suggested that Mr. Robinson attend the next scheduled Marketing Subcommittee meeting with a more detailed demonstration. Discussion ensued regarding the scarcity of reasonable cellular service on Main Street and how that could potentially affect the proposed program.

Moved by: Jackie Playter  
Seconded by: Siegfried Wall

THAT the presentation by Mr. Dave Robinson and Mr. Mark Kolb of YourOnLineBusiness regarding the web based marketing initiative entitled Main Street Passport be received.

**Carried**

3. Mr. Dave Peters, on behalf of the Newmarket Arts Council addressed those present with an introduction of the composition and mandate of the Newmarket Arts Council being a volunteer driven Board acting as agents between artists and businesses in Town in an effort to showcase talents.

Moved by: Olga Paiva  
Seconded by: Anne Martin

THAT the deputation by Mr. Dave Peters, Newmarket Arts Council regarding their composition, mandate and objectives be received.

**Carried**

4. Marketing Sub-committee Report

The Chair distributed copies of the January 13, 2016 Marketing Sub-committee Minutes.

Moved by: Rory Rodrigo  
Seconded by: Siegfried Wall

THAT the Marketing Sub-committee Minutes of January 13, 2016 be received.

**Carried**

Moved by: Carmina Pereira  
Seconded by: Anne Martin

THAT the Main Street District Business Improvement Area Board of Management approves \$1500.00 for anticipated expenses for the St. Valentine's Day festivities.

**Carried**

Moved by: Rory Rodrigo  
Seconded by: Elizabeth Buslovich

THAT the Main Street District Business Improvement Area Board of Management approves \$1500.00 for anticipated expenses for the Easter Hop Along Main Street festivities.

**Carried**

Discussion ensued regarding the feasibility of hanging banner placement across the street as a method of advertising.

## Financial Report

### 5. Verbal Update/Account Balance

The Economic Development Officer provided a verbal update with respect to the final 2015 budget account balance. He advised that the Finance Department is still in the process of compiling year-end numbers. He further advised that Council adopted the 2016 budget on January 18, 2016.

Moved by: Jackie Playter  
Seconded by: Olga Paiva

THAT the verbal update by the Economic Development Officer regarding the 2015 final budget account balance be received.

**Carried**

## Items

### 6. Community Centre Lands Development Committee Update

The Economic Development Officer provided a verbal update regarding discussions at a recent meeting with respect to the Community Centre Lands Development. He advised that a sewer pipe replacement and relocation will need to be completed before any re-development occurs. He advised that a parking sub-committee has been established to focus specifically on wayfinding options, longer term parking and tennis club options.

Moved by: Olga Paiva  
Seconded by: Jackie Playter

THAT the verbal update from the Economic Development Officer regarding the Community Centre Lands Development Committee discussions be received.

**Carried**

### 7. Ontario Business Improvement Area Association Membership

Discussion ensued regarding the benefits of membership with the Ontario Business Improvement Area Association.

Moved by: Rory Rodrigo  
Seconded by: Anne Martin

THAT the Ontario Business Improvement Area Association Membership fee in an amount not to exceed \$300.00 be approved.

**Carried**

8. Website Update

The Chair advised that a local business on Main Street, Website Studio Design will be providing website construction and associated services to the Main Street District Business Improvement Area Board of Management. He advised he would seek a progress report and report back at the next meeting.

Moved by: Jackie Playter  
Seconded by: Rory Rodrigo

THAT the verbal update by the Chair regarding the website construction and associated services be received.

**Carried**

**New Business**

- a) Discussion ensued regarding connectivity challenges of cellular phone service on Main Street.

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

Moved by: Olga Paiva  
Seconded by: Rory Rodrigo

THAT the Main Street District Business Improvement Area Board of Management requests the Town of Newmarket staff investigate the feasibility of improved cellular phone coverage and extension of Wi-Fi network service in the downtown core.

**Carried**

- b) The Economic Development Officer provided a verbal status update regarding the recently adopted Council recommendations related to the Outdoor Patio Pilot Project. He advised that Council has endorsed one additional application for the 2016 patio season and he anticipates a February 19, 2016 cut-off date for all applications. Discussion ensued regarding the approved one hour time extension for Friday and Saturday evenings along with the estimated application fee structure.

The Chair suggested that since the matter has been recently sanctioned by Council, that perhaps the Main Street District Business Improvement Area Board of Management could review the subject at their September, 2016 meeting, after the effects of the outdoor patio season results are realized.

Moved by: Siegfried Wall  
Seconded by: Olga Paiva

THAT the outdoor patios project on Main Street matter be reviewed by the Main Street District Business Improvement Area Board of Management at their September, 2016 meeting.

**Carried**

- c) The Chair distributed copies of correspondence from a representative of Sandgate Women's Shelter requesting funding sponsorship support for a theatre show on March 8, 2016. Discussion ensued and a suggestion was made to receive the correspondence for information purposes only.

Moved by Olga Paiva  
Seconded by: Elizabeth Buslovich

THAT the correspondence from the representative of Sandgate Women's Shelter requesting funding sponsorship support for a theatre show on March 8, 2016 be received.

**Carried**

- d) Mr. Ken Sparks requested an opportunity to speak regarding advertising methods. Discussion ensued regarding newspaper/social media and banner advertising.

## **Adjournment**

Moved by: Olga Paiva  
Seconded by: Anne Martin

THAT the meeting adjourn.

## **Carried**

There being no further business, the meeting adjourned at 10:20 p.m.

---

Date

---

G. Wilson, Chair